SEPTEMBER 4, 1950

BROADCASTING TELECASTING

PUBLIC LIBRARY
DETROIT

WITH AGAIN 1ST IN RADIO AUDIENCE*

RATES FOR 125 WORD SPOT ANNOUNCEMENT, CLASS A, ONE TIME:

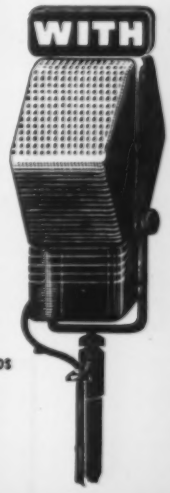
WITH 23.8 ----- $16

STATION A 23.6 (NETWORK) -------- $55

STATION B 21.4 (NETWORK) ---------- $50

STATION C 15.5 (NETWORK) ---------- $70

STATION D 9.6 (NETWORK) ---------- $30



COMPARE! COMPARE! COMPARE!

W-I-T-H, the BIG independent in Baltimore, had a BIGGER audience than any other station in town, including all four network stations! At W-I-T-H's low, *low* rates—what a bargain!

For full details, call your Headley-Reed man today.

*HOOPER RADIO AUDIENCE INDEX, JUNE-JULY 1950; TOTAL RATED TIME PERIODS

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...ales on Page 41

The Newsweekly of Radio and Television.

...ions
...ic
...TV

$7.00 Annually
... issues weekly

XUM

It takes the proved

Selling power

of **WHAS...**

MORE TOP HOOPERRATED
PERIODS THAN NEXT
2 STATIONS COMBINED

...to reach the record

Buying power

of Kentuckiana.

BUYING POWER, '49-'50
KENTUCKIANA . . . UP 5%
U. S. . . . . UP 1%

50,000 WATTS ★ 1-A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

CBS

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

WHAS-TV

Louisville, Kentucky

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

TECHNOLOGY DEPT.

Again YANKEE *demonstrates its*

Home-town Station

Acceptance

PUBLIC LIBRARY
SEP 7 1950
DETROIT

The Yankee Network News Service — a habit in New England homes since 1934 for consistent, accurate reporting of local, national and world events — presents its latest study in home-town listening.

The Pulse Incorporated has made this study* of Yankee Network News Service editions in 15 home-town markets not regularly covered in survey studies. Here are the results:

AVERAGE NETWORK RATINGS			
8:00 A.M.	9:00 A.M.	1:00 P.M.	6:00 P.M.
10.0	9.0	9.9	11.6

Your Petry Man will show you the complete, comparative study market by market. It confirms once more our contention that the effective way to reach New England listeners is through the local impact of Yankee home-town stations. It demonstrates again, and conclusively, that the Yankee Network News Service is daily habit listening in New England homes.

*May, 1950

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

FCC FAVORS CBS COLOR

Splits on Time; Delays Final

HANDING DOWN its long-awaited color television "decision," which provides no definitive standards now, FCC announced Friday it will adopt CBS color system unless manufacturers cooperate in freezing "compatibility" problem so that new developments and others questions relating to all systems can be explored [CLOSED CIRCUIT, Aug. 28].

Commission divided 4-2-1. Chairman Wayne Coy, Vice Chairman Paul A. Walker, and Comrs. George E. Sterling and E. M. Webster formed majority. Comr. Frieda B. Hennock agreed with them that more time is needed if compatibility problem can be kept in status quo, but felt final decision should be deferred until next June 30 with the development of a compatible system being given "every encouragement" in the meantime. Comrs. Rosel H. Hyde and Robert F. Jones favored adoption of CBS standards now, Comr. Hyde issuing "separate views" and Comr. Jones issuing "separate opinion dissenting in part."

FCC simultaneously set Oct. 2 for commencement of hearings on general TV issues—Stratovision, Polycasting, reservation of channels for noncommercial educational stations, etc.

To keep problem of color compatibility of existing sets from worsening pending further studies and final decision, Commission proposed to adopt "bracket standards" for black-and-white and asked manufacturers to report by Sept. 29 whether they will incorporate them in their new monochrome receivers, thus making sets compatible with both existing 525-line system and 405-line standards proposed by CBS.

If responses indicate "the great majority" of sets will be thus equipped, "bracket standards" for monochrome will be adopted, final color decision will be postponed, and Commission will "propose" to adopt color standards on basis of CBS field-sequential system, with same "bracket standards" applicable to color.

Deadline for comments on that proposal would be Jan. 5; for replies, Jan. 22. Proponents of other systems meeting "criteria" spelled out by FCC could submit proposals if, by Dec. 5, they deliver representative sets to FCC laboratories for testing and study, and if, as by Dec. 5, they have their system on air in Washington and present series of demonstrations to Co

Full text of FCC's color conclusions on page 83.

mission between Dec. 5 and Jan.

Decision—actually titled "First Report" rather than decision—made clear that if bracket standards for black-and-white cannot be adopted without hearing, or if response from manufacturers is unsatisfactory, then FCC "will not feel free to postpone a decision for every day that passes would aggravate the compatibility problem," and "in that event, a final decision would be issued adopting the CBS color standards."

Commission held that dot-sequential system of RCA and line-sequential technique of Color Television Inc., CBS' rivals i

(Continued on page 85)

COLOR COMMENT

RCA, CTI Confident; CBS Gratified

GRATIFIED by FCC's report on color TV, Frank Stanton, CBS president, announced Friday network would go on air with color 20 hours per week after "final decision."

Mixed reaction greeted FCC's report late Friday, many industry leaders telling BROADCASTING they preferred to digest it first.

Two companies that competed with CBS—RCA and Color Television Inc.—remained confident they would prevail in the end.

Developer of an "all-electronic" color system, RCA observed that FCC had issued merely a "first report" and indicated company expects to have its "fully compatible" system finally approved.

CTI was equally confident and contended its new Uniplex tech-

(Continued on page 86)

Closed Circuit

NOW THAT Federal court in Cleveland has held that *Lorain Journal* violated anti-trust laws when it refused to accept advertising from merchants using WEOL Elyria, Ohio (see page 28), Dept. of Justice may shortly spring several additional suits involving comparable practices.

WITH burning color decision out, FCC promptly will consider several important matters: (1) policy on licensing of motion picture companies in radio-TV, in view of anti-trust proceedings forcing producers to divest themselves of exhibition houses; (2) what, if anything, to do about revision of network regulations in light of complaints filed with FCC since present regulations became effective in 1941; (3) disposition of application of Drew Pearson, Robert S. Allen for facilities of Hearst-owned WBAL Baltimore, which has been hung up on 3-3 tie vote with Comr. Robt. F. Jones disqualifying himself.

BEVERIDGE COMMITTEE of British Parliament investigating broadcasting in Great Britain to determine whether system should be changed after expiration of present five-year charter in December, has invaded U.S. to learn facts of commercial radio and TV life. Selwyn Lloyd, M.P., and Mrs. Mary Stocks are

(Continued on page 86)

Upcoming

Sept. 6: NARBA Conference, State Dept., Washington.
Sept. 6: Texas AP Broadcasters Assn., Plaza Hotel, San Antonio.
Sept. 7-8: NAB District 13, Plaza Hotel, San Antonio.
Sept. 8: Louisiana-Mississippi AP Radio Assn., St. Charles Hotel, New Orleans.

(Other Upcomings on page 56)

Bulletins

SERUTAN Co. will sponsor news commentaries of three veteran reporters over ABC this fall—Victor H. Lindlahr, Mon.-Fri., 10:45-11 a.m., starting Sept. 11; Edwin C. Hill, Mon.-Fri., 12:25-12:30 p.m., starting Sept. 18, and John B. Kennedy, Mon.-Fri., 2:30-2:45 p.m., starting Sept. 18. Agency, Roy S. Durstine Co., New York.

LOSEE HEADS WINS

WILMOT H. LOSEE named general manager of WINS New York, and WINS Comptroller Kieran T. Murphy reassigned as comptroller of Crosley Broadcasting Corp., in Cincinnati, according to James D. Shouse, vice president of Avco Mfg. Corp., and Robert E. Dunville, president of Crosley Broadcasting Corp. W. A. Smith, Crosley broadcast comptroller, becomes comptroller of Crosley Division.

Business Briefly

STATIONS APPOINT ● KTLN Denve and KVLC Little Rock, Ark., name Radi Representatives Inc. as national representativ

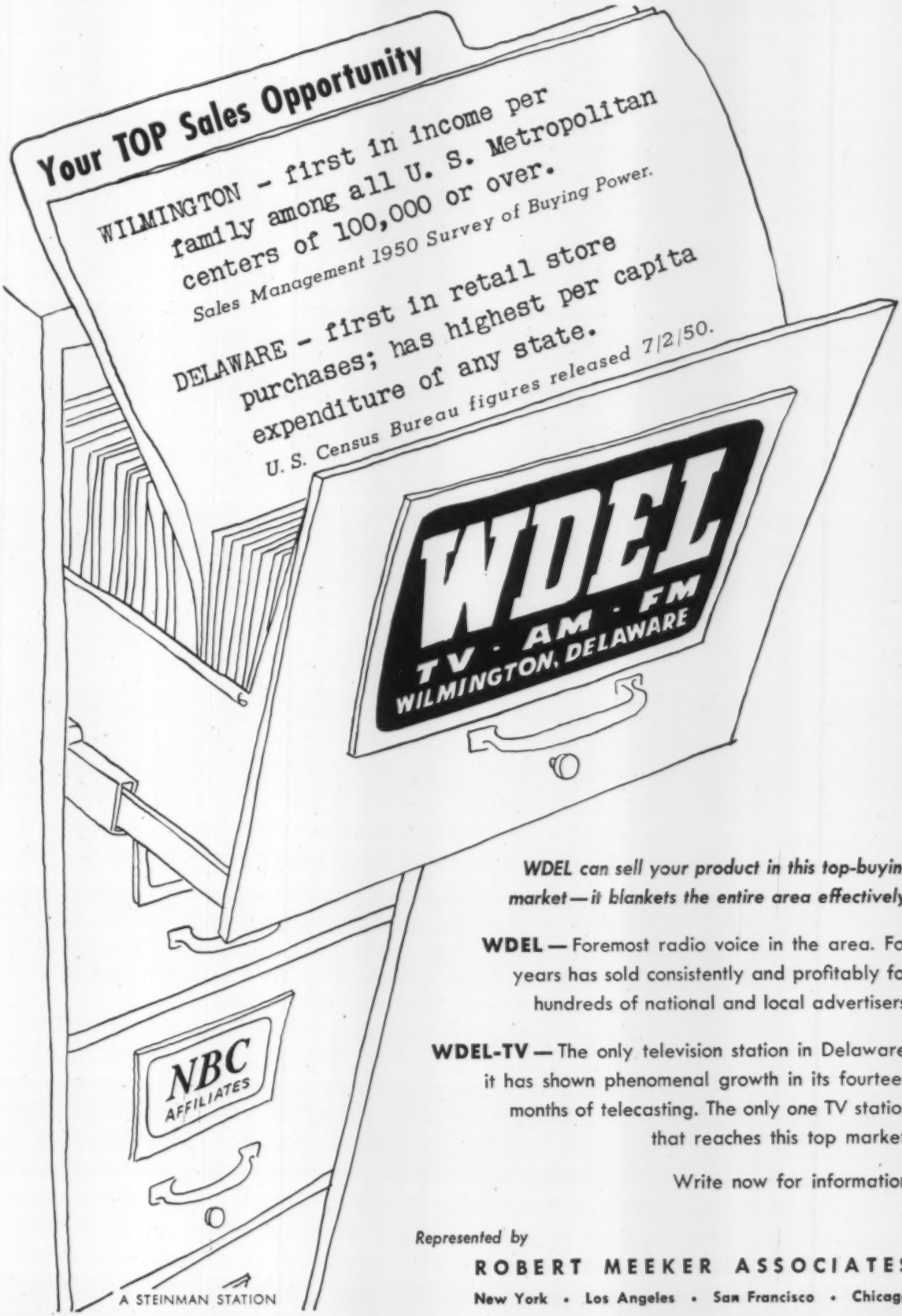
COLGATE SEGMENT ● Colgate-Palmoliv Peet Co., Jersey City, to sponsor *How Doody* on NBC-TV Mon.-Fri., 5:30-6 p.m Agency, Sherman & Marquette, New York.

AUTO-LITE RENEWS ● Electric Auto Lite Co., Toledo, renews *Suspense*, Thurs., 9:30 p.m. on CBS, effective Oct 5 for 52 week Agency, Cecil & Presbrey, New York.

THREE NETWORKS TO CARRY CUT-RATE WORLD SERIES

THREE television networks—ABC, CBS an NBC—agreed Friday to carry Gillette-spon sored World Series on pool basis at cut rate Fourth network, DuMont, rejected offer t participate. Gillette, which paid $800,000 fo rights to series, understood to have made dea with ABC, CBS and NBC at time costs we below card rates, although exact amount o discount could not be learned.

The series will be carried by Mutual's stock holder stations. Many stations protested las year's World Series pool which provided n revenue at all to stations (early story pag 43). Agreement for pool telecasts of 195 games reached late Friday at joint meetin of ABC, CBS and NBC executives with of ficials of Maxon Inc., Gillette agency.


Your TOP Sales Opportunity
WILMINGTON - first in income per family among all U. S. Metropolitan centers of 100,000 or over.
Sales Management 1950 Survey of Buying Power.
DELAWARE - first in retail store purchases; has highest per capita expenditure of any state.
U. S. Census Bureau figures released 7/2/50.
WDEL
TV · AM · FM
WILMINGTON, DELAWARE
NBC
AFFILIATES
A STEINMAN STATION

WDEL can sell your product in this top-buying market—it blankets the entire area effectively.

WDEL — Foremost radio voice in the area. For years has sold consistently and profitably for hundreds of national and local advertisers.

WDEL-TV — The only television station in Delaware, it has shown phenomenal growth in its fourteen months of telecasting. The only one TV station that reaches this top market.

Write now for information

Represented by

ROBERT MEEKER ASSOCIATES

New York · Los Angeles · San Francisco · Chicago

14% SALES INCREASE IN RECORD TIME...

results in sponsor* adding 6 new markets!

*This medium-sized Southern bakery (name on request) tested "Cisco Kid" for 90 days . . . in a market where distribution was thin . . . during the summer, when bread sales are lower.

Now In 2nd Renewal! Results were so sensational—14% sales increase—that this bakery decided to sponsor "Cisco Kid" in six additional markets! "Cisco's" performance, as a record-breaking salesman for many products and services, is ready for your inspection. Write, wire or phone for details. See the proof — before you commit yourself on any Western!

Sensational "Cisco Kid" Promotion Campaign—
From buttons to guns—is breaking traffic records.

LOW PRICED!
½-Hour Western Adventure Program . . . Available 1-2-3 times per week. Transcribed for local and regional sponsorship.

FREDERIC W. ZIV COMPANY
Radio Productions
329 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc
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WASHINGTON HEADQUARTERS

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CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Elaine Haskell, Grace Motta, Lillian Oliver, Allen Riley, Warren Sheets.

NEW YORK BUREAU 488 Madison Ave., Zone 22, PLaza 5-8355; EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, *Agency Editor;* Pete Dickerson, Gretchen Groff, Martha Koppel.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, CEntral 6-4115; William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, HEmpstead 8181; David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, ELgin 0775; James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate. Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

•Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Just what the Doctor Ordered

A side light on the American meat industry

He really doesn't want a *whole* critter on the hoof—not that he wouldn't like to convert him into steaks and roasts for his home freezer.

What "Doc" does want are certain parts of the steer that *ain't eatin' meat.* In the meat industry they call them by-products.

Altogether the doctor has available more than 50 products of meat animal origin, including insulin, thyroid, liver extract, surgical sutures, hormones—and he's looking forward to several new "wonder drugs" that are still in the research stage.

Making these products generally available is no small order. The pancreas glands of 1,500 cattle or 7,500 pigs, for example, are required to make one ounce of insulin.

The only practical way of saving these millions of tiny glands is provided by America's meat packing companies.

Even healthy folks, who have no need for any of the medicines of animal origin, gain by the packers' policy of saving "everything but the squeal." Saving and selling by-products helps offset a sizable share of the costs of processing the number-one product—meat.

AMERICAN MEAT INSTITUTE

Headquarters, Chicago • Members throughout the U. S.

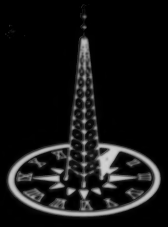
ANY ADVERTISER CAN

AND

MOST ADVERTISERS SHOULD

...USE

Spot Radio



REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.

THIS IS NO TIME FOR "Musical Chairs"

Certainly you remember that kid's game of musical chairs where every time the music stopped, somebody lost out.

It's that way now...as alert advertisers stake their claims to the audience-heavy news programs in top spot radio markets. News is the programming that carries the big plusses. Bigger than ever now, as war news crowds out other interests.

Today, tomorrow (but maybe not next year) is your chance to establish the news program franchise that insures your voice in the market. Look into it now. Call us today about news programs on any of these leading stations →

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas / Ft. Worth	NBC / ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KPHO	Phoenix, Ariz.	ABC
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK

TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO • ATLANTA

XUM

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

MARY HAD A LITTLE LAMB

And being a smart little moppet, she listened to KOMA before she sold it. KOMA is the only station in Oklahoma City with a full-time livestock reporter. Livestock marketing is a major business in Oklahoma . . . and producers rely on CARL NEUMANN'S intelligent market predictions and analysis before buying or selling. His reports have a **proven influence** over the brisk trading at the various markets throughout the state. For valuable spot adjacencies, contact your nearest Avery-Knodel Man or write the BIG station in Oklahoma City . . . KOMA, 50 kw . . . CBS.

J. J. Bernard
V-P and General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE

KOMA

agency

C. WATTS WACKER, media department BBDO Detroit, to Geyer, Newell & Ganger, N. Y., as media director.

ARNOLD O. LEEDS, assistant TV director Moss Assoc., N. Y., to TV director.

ARTHUR FARLOW transferred to Chicago office J. Walter Thompson Co. to replace late **WILLARD LOCKRIDGE** on Kraft Foods account. **JULIAN L. WATKINS** rejoins JWT, N. Y., as account representative. **CHARLES M. HIGGINS** to account executive Wm. H. Weintraub & Co., N. Y. Was with MBS.

DENNIS KING Jr., NBC TV director, to Maxon Inc., N. Y., as radio-TV program producer.

RANDALL E. BROOKS, Gulf Publishing Co., Houston, sales staff, to Rogers & Smith Adv., Dallas, as vice president and account executive.

FRAN Van HARTESVELDT, past five years producer NBC *The Green Gildersleeve* for Needham, Louis & Brorby Inc., Hollywood, to Benton &

on all accounts

SURROUNDED on every flank by television, Sam Cook Digges is convinced the medium "is a better buy day by day, and the greatest thing in the world." As Chicago TV sales manager of CBS Radio Sales, he sells programs and spots on seven stations and supervises distribution of syndicated films owned by the network. As a husband and father, he watches video productions on three sets spotted in his son's room, the living room and his own bedroom in a house in suburban Evanston.

As far back as 1942, Sam planned for a future in television—although his present was then in radio and his past in newspapers. He began writing at the age of 12 in Columbia, Mo., where he was born Jan. 8, 1916. As a juvenile playwright, he scripted lurid stories of murder and mayhem among the Ozark hillbillies. His plots were tempered somewhat during four years at the U. of Missouri, where he majored in journalism and advertising. He was a member of Phi Delta Theta social fraternity, Alpha Delta Sigma professional advertising fraternity, and vice president of the "J" school student body.

He continued to write plays, this time for the University Workshop, and added acting to his endeavors. "My most notable collegiate achievement, however, was becoming engaged to Melba Slaughter, the gal I married in 1939." She was a Kappa Alpha Theta from Kansas City, Mo., and was pinned by Sam after a three-week rushing period.

From college, Sam Digges went to Washington, D. C., in 1937 as a salesman in the retail advertising department of the Washington *Daily News*. During the first 18 months, he sold amusement advertising—theatres, night clubs, hotels—and wrote a night club column three times weekly under the byline of Rip Van Winkle. "I didn't get 20 years of sleep, I just wanted it," recalls the *Daily News* night watchman, having scouted the town for news until 3 a.m. and reported back to the office for advertising work at 8:30. In the next few years, he was assigned to handle almost every kind of retail classification: food, drugs, men's clothing, women's apparel, chain stores.

SAM

When the Blue and Red networks of NBC were separated in

(Continued on page 18)

beat

Bowles Inc., as producer NBC *Railroad Hour* and *Father Knows Best*. Succeeds late **KENNETH BURTON.**

DAVID FENWICK, vice president Abbott Kimball Co., L. A., to Calkins & Holden, Carlock, McClinton & Smith, same city, as account executive. Agency offices have been opened at 712 S. Curson Ave., L. A.

ROBERT L. SIMPSON, associate TV director for CBS, to Geyer, Newell & Ganger, N. Y., as executive TV producer, on Kelvinator's new *Morton Downey* CBS TV program.

LLOYD W. DUNN, vice president Abbott Kimball Co., L. A., resigns.

AL KABAKER, manager Hollywood office Dancer-Fitzgerald-Sample Inc. for past four years, named agency vice president.

CARLOS GUTIERREZ RIANO, McCann-Erickson, N. Y., to Foote, Cone & Belding International Corp., as creative head and director of public relations for Latin America.

ROBERT L. REDD, free lance writer-producer-director, to Pacific Coast radio director Erwin, Wasey & Co., L. A. Assigned to CBS *Carnation Contented Hour*. He directed NBC *Martin & Lewis Show* last season.

VIRGINIA HERROD, account executive Hirsch & Rutledge Inc., St. Louis, to executive vice president and partner Lindell Adv. Agency, same city. She will specialize in creative planning and supervise all client-agency relationships.

CLARK E. LOCKE to chairman of board Locke-Johnson Ltd., Toronto. **ELTON JOHNSON** to president, **GORDON J. HILL** and **JAMES E. MUMFORD**, vice presidents, and **CRAWFORD U. HALL**, radio director, to director.

HAROLD S. LONGMAN to A. W. Lewis & Co., N. Y., as copy chief. Has held similar posts with Peck Adv. and Gordon & Rudwick Inc., N. Y.

WALLACE RUGGLES, radio-TV producer Veterans Administration for past four years, to Leo Burnett Co., L. A., in same capacity. **ALENE BUTCHER**, onetime in Hollywood talent department Foote, Cone & Belding, named script and production aide Leo Burnett Co.

JAMES W. McGLONE Jr., representative for *True Magazine's* midwest office, to Friend-Sloane Adv., N. Y., as executive vice president in charge of new business.

WILLIAM WALLACE Jr., account executive of Cockfield, Brown & Co., Toronto, to Kenyon & Eckhardt Ltd., Toronto. **GEO. B. MacGILLIVRAY**, assistant marketing director of Lever Bros., Toronto, to account executive K & E, Toronto.

BOTSFORD, CONSTANTINE & GARDNER closes L. A. office, with accounts being serviced from S. F.

C. W. McQUILLIN, radio director Cockfield, Brown & Co., Toronto, to general chairman public relations committee of Canadian Community Chests campaign.

New Addresses: KELLY & LAMB Adv. moves to Columbus Graphic Arts Center, 897 Higgs Ave., Columbus 12. New phone is KLondike 3583. **T. R. BAUERLE Adv.** to 250 Rancho Rd., Sierra Madre, Calif. **LOUIS A. SMITH Co.**, Chicago agency, moves from 360 N. Michigan Ave. to 161 E. Grand Ave.

LeVALLY Inc., Chicago, opens branch office in Louisville to service Frank Fehr Brewing account. Located in Room 220, Martin-Brown Bldg., Fourth and Broadway.

WALSH INTERNATIONAL Adv. Ltd., Toronto, opens office at 801 Industrial Bank Bldg., Detroit. **JOHN BALL**, Shutran-Mahlin Adv. Co., Detroit, to manager.

It's no mystery to sales-wise advertisers

WMBD

is the top national spot program outlet in Peoriarea

National advertisers buy more spot programs and announcements on WMBD by far than on any other Peoria station. The following list shows just a few: Blue Bonnett Margarine; Campbell Soup; Colgate (Ajax, Dental Creme, Fab, Halo, Lustre Creme Shampoo, Palmolive, Vel, Veto); Dodge; Griffin; Kools; Kroger; Procter & Gamble (Dreft, Ivory, Joy, Lilt, Spic & Span); Shinola; Standard Brands; Tenderleaf Tea; etc.

Naturally this dominant position is achieved by RESULTS . . . and WMBD produces results because:

WMBD serves more listeners in ANY time period than the next 2 stations combined at a cost per thousand FAR LESS than any other Peoria station.

What's more, WMBD backs up its advertisers with a full scale promotion and merchandising program. This pioneer station, with 23 years experience, knows the Peoriarea audience and beams the right show to the right people at the right time at the right price!

ASK FREE & PETERS

AM WMBD FM

PEORIA

CBS Affiliate • 5000 Watts

Free & Peters, Inc., Nat'l. Reps.

new business

AMERICAN SAFETY RAZOR Co., planning spot radio schedule scattered markets for fall. Agency: Ruthrauff & Ryan, N. Y.

WORTHS Inc. (women's apparel chain, Missouri and Illinois), nam Harold Kirsch Co., St. Louis, to direct its advertising. Extensive rad TV campaign planned.

REGINA FURNITURE Co. names Wm. Wilbur Adv., N. Y., to dir its advertising. Radio-TV to be used. Paul Kassander is acco executive.

ESTELLE COMPTON MODELS Institute, Chicago, names Schoenfe Huber & Green, same city, to place its advertising schedules. Radio-T will be used in Chicago, N. Y. and L. A.

WELCO SHOE Corp., Waynesville, N. C., names George N. Kahn C N. Y. TV will be used.

AUREX Corp., Chicago (hearing aid), considering TV tests with spo in L. A. Results to determine future use. Agency: Paul Grant Adv Chicago.

WOMAN'S GUILD OF DETROIT, Detroit, Mich., names Broadcast Pro ductions Inc., same city, to direct all advertising. Radio-TV will be use Lucilla Mack, account executive.

PIUMA WINERIES, L. A., appoints Calkins & Holden, Carlock, M Clinton & Smith, L. A., as advertising agency. Continues West Coa radio-TV spot schedules.

WM. SCHWARTZ & Co., Phila. (Twigs boys' clothing), to Leona F. Fellman & Assoc., same city. TV will be used. Mr. Fellman is a count executive.

CAMEO CLEANSER Corp., Chicago, names Maxon Inc., same city, t direct its advertising. Media schedules expected to be set within thre weeks. Radio has been used.

Network Accounts . . .

MURINE Co., Chicago, sponsors Gabriel Heatter, Fri., 7:30-7:45 p.m MBS. Agency: BBDO, Chicago. BELTONE HEARING AID, Chicago buys same commentator, Wed., same time, effective Sept. 20. Agency Olian Adv., Chicago.

LIONEL Corp. (toy trains), N.Y., sponsors *Joe DiMaggio Show*, NBC TV, Sat., 5:30 p.m. EDT. Agency: Buchanan & Co., same city.

P. LORILLARD Co., for Old Gold cigarettes, renews *The Original Ama teur Hour*, ABC, Thurs., 9-9:45 p.m., for 52 weeks. Agency: Lennen & Mitchell, N. Y.

PROCTER & GAMBLE, Cincinnati, renews *Fireside Theatre*, NBC-TV for full fall season. Agency: Compton Adv., N. Y.

CHAMPION SPARK PLUG Co., Detroit, renews *Champion Roll Ca* sports program, ABC, 9:55-10 p.m., Fri., for 52 weeks. Agency: Mc Manus, John & Adams Inc., Detroit.

FARMERS INSURANCE GROUP, L. A., starts *Song of Liberty*, Tues 8-8:30 p.m., PDT, on full Don Lee network of 45 stations. Contract fo 52 weeks. Agency: Bishop & Assoc., L. A.

Adpeople . . .

ROBERT J. CANNIFF, advertising and sales promotion manager Servel Inc., Evansville, Ind., to director advertising and public relations CHARLES F. PEARSON, Hotpoint Inc., Chicago, assistant sales pro motion manager, to sales promotion manager Servel.

STERLING DRUG Inc., N. Y., moves executive offices to 1450 Broadway All N. Y. operations consolidated at this address.

Copyri

Here He Is!

MISTER MUGGINS RABBIT!

The big-time KIDDIE SHOW for big-time profits! Now being mailed to the hundreds of SESAC library subscribers. 26 Mister Muggins scripts, highlighted by music from the SESAC Transcribed Library! NOW—these quality half hour productions can be yours. Here's a Kiddie Show that's as clean as a whistle . . . the kind that parents and teachers endorse . . . already acclaimed in two hideaway test runs. The delightful adventures of this rabbit rascal will capture the hearts of the vast juvenile audience in your region. With frisky Mister Muggins it's just a hop and a skip to SPONSORS and $ $ $!

For more information about this happy hare and the SESAC SERVICE *CLIP THIS COUPON and MAIL TO SESAC INC.*

Please send additional information about **Mister Muggins Rabbit** and the **SESAC Transcribed Library:**

NAME .....
TITLE .....
STATION .....
LOCATION .....
.....

SESAC INC., 475 FIFTH AVENUE, NEW YORK 17, NEW YORK

Copyright 1950 By SESAC, INC., New York

Frank Bourgholtzer

Here is a Washington availability packing all of the prestige found in class "A" time with a name reporter supported by strong adjacencies! All wrapped up in a neat five-minute package edited by Frank Bourgholtzer, it's known as "WHITE HOUSE CORRESPONDENT."

Each Monday through Friday night, Frank reports on the exclusive and news-packed White House activities. The seemingly narrow beat many times spans the world's headlines and the men who make them.

This program represents an opportunity for a news-wise client to steal a walk in the midst of bigger shows. "WHITE HOUSE CORRESPONDENT" follows Earl Godwin and precedes one of Washington's best sports attractions, "Dutch" Bergman.

Time for time and dollar for dollar . . . you can't beat WRC's exclusive White House coverage in this combination.

Monday thru Friday
6:30 – 6:35 PM

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

MARKING campaign ceremony: (l to r) Capt. William Ryne, Philadelphia Accident Division; C. R. Bird, president, Outdoor Advertising Assn. of Pennsylvania; Mr. Ross; Nevin E. Funk, Philadelphia Electric Co. and chairman, Highway Traffic Board; Mr. Gimbel; Mayor Samuel and Assistant Police Superintendent Guy E. Parsons.

* * *

FORCE of station promotion that can carry with it a dramatic community campaign is being demonstrated by WIP-Mutual Philadelphia.

The drive, featuring "talking" safety billboards, opened with the personal appearance of Lanny Ross, whose show is carried by WIP, at a ceremony held in front of Philadelphia's City Hall. Mr. Ross' likeness is on a gigantic billboard which formed the background for the City Hall dedication.

Catchy inscription is borne by the poster, from which pedestrians and motorists can hear tape recorded messages on traffic safety: "Mutual Star Lanny Ross says enjoy *Moonlight and Roses* tonight —walk and drive safely today."

The billboard series was launched by WIP in cooperation with the Philadelphia Highway Traffic Board which has been waging a year-round campaign to reduce the city's traffic death and injury toll.

Mr. Ross' appearance attracted a large crowd and gave added impetus to the project, according to Sam Elber, WIP promotion director. The singing star was introduced by Benedict Gimbel Jr., WIP president and general manager,

(Continued on page 16)

strictly business

ON APRIL 2, 1946, an estimated 200,000 women jammed the "world's busiest corner"—Chicago's State and Madison—for a performance of Mutual's *Queen for a Day.*

A tired, but happy young man watched this stupendous demonstration of radio's drawing power from a vantage point as close to the microphone as a male animal could possibly get that memorable day.

This was George Clark's hour of triumph. The present Chicago manager of John E. Pearson Co., station representative, was the MBS salesman who persuaded Miles Labs to sponsor *Queen for a Day.* And having sold the account, it remained for Mr. Clark to do much of the legwork incident to womankind's greatest invasion of Chicago's loop.

Mr. CLARK

* * *

George (whisper it!) *Washington* Clark is young in years and looks, but old in experience. He has been working hard since he was nine years old, when his mother died. His father had passed away a year before. Born in River

(Continued on page 18)

IF YOU'RE INTERESTED IN FACTS...

Current City Hooperatings Prove Conclusively That WISN Is Your Best Buy in the Entire Milwaukee Market.

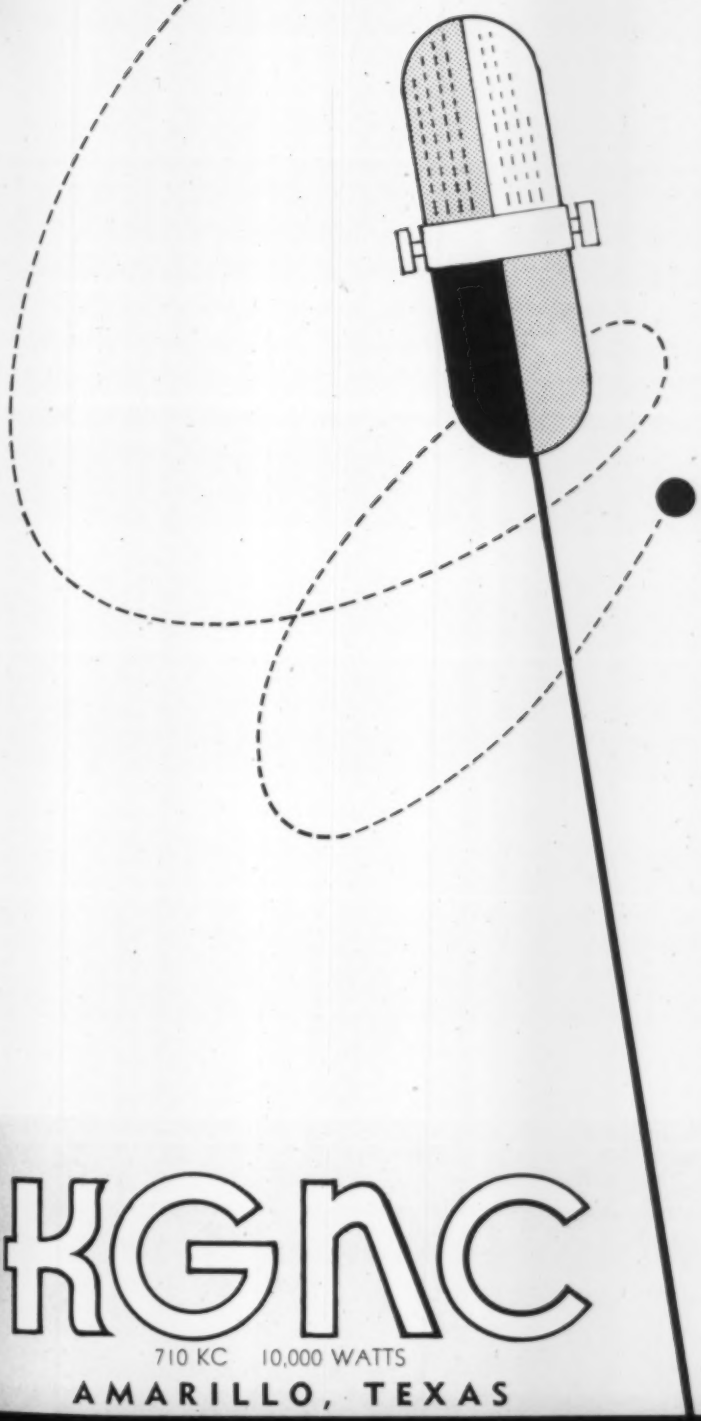
And WISN is the Only Milwaukee Network Station to Give You a Nighttime FM BONUS Audience.

You'll Like Doing Business with WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

KGNC Originates Progressive New Idea In Radio

DR. WALLACE CLARK



STATION INSTITUTES CONTINUOUS ANNOUNCING SCHOOL

KGNC is one station in the country that wants constructive criticism so much that it has employed a Critic-Educational Director. Even tho the venture is relatively new—it is already paying off. It has all the potentialities of bringing widespread improvement not only to KGNC, but to the industry as a whole.

The continuous course is aimed toward assisting announcers — both by class-work and in private instruction — to develop voices and personalities. This calls for the instructor to monitor all programs, especially the work of the announcer. Whether or not the announcer holds the audience and delivers the sponsor's message in an acceptable manner, is the structure on which the program stands or falls. All the perfection of production, writing, sales and business efficiency falls flat if the announcer fails in his presentation.

Doctor Wallace Clark, Director of Music at West Texas State College, Canyon, Texas, has been employed by KGNC to handle this Instructor's job — and he is eminently well qualified.

Before going to WTSC in 1917, Dr. Clark was head of the Music Department at the University of South Dakota, where he had gone after four years of study in England, which climaxed his training at the University of Wisconsin and two years of private study in Chicago.

Dr. Clark has made several trips to important radio centers investigating the possibilities of such a school. Jennings Pierce and Frank Barton, both with NBC, Hollywood, and others, went all-out for the idea.

May we work on your show ?

Ask any Ted Taylor Man!

KGNC

710 KC 10,000 WATTS

AMARILLO, TEXAS

YOUR FIRMEST GRIP ON THE FABULOUS GREAT PLAINS

'Grand Testimony'

EDITOR, BROADCASTING:

. . . I've had comments from all over the country—which is a grand testimony as to your readership.

Arnold Z. Rosoff
Arnold & Co., Inc.
Boston, Mass.

[Editor's Note: Mr. Rosoff refers to an "On All Accounts" sketch of himself in the July 31 issue.]

* * *

A 'Business Must'

EDITOR, BROADCASTING:

. . . I too, am among those who never miss an issue of BROADCASTING—and I find the new layout of the personal columns easier to read. It's a must for our business and often my issue is in great demand by others. Your TELECASTING . . . is a favorite. . . .

Jean Kerby
9 Hobart Ave.
Summit, N. J.

open mike

Skypiece Overlooked?

EDITOR, BROADCASTING:

Congratulations on swell MARKETBOOK! It works right in with our classes in time sales, one of our most popular studies.

Took a trip recently to West Coast passing a dozen or so radio-TV stations situated along main highways where thousands of auto radios pass daily.

Why do so many stations fail to place identifying signs near these imposing edifices? A 300-ft vertical radiator demands attention. Why not cash in on this skypiece and inform motorists what station it is and its dial location?

Could it be the "cost" of preparing a simple signboard, or are we "expert" ad men overlooking other media than our own?

Elbert Haling
Institute of Radio Broadcasting
Dallas

* * *

Cites Free Time

EDITOR, BROADCASTING:

As the tempo of our war effort increases it is inevitable that radio will be asked to provide more and more free time for the military and other agencies in and out of government.

In our acceptance of these we are incorporating the phrase: "on condition that copy in other media is restricted to non-paid space." If stations across the country would do the same, I believe it would lead to a much more equitable allotment of advertising funds.

L. O. Fitzgibbons
Manager
WBEL Beloit, Wis.

* * *

WAVE-TV Claims 'First'

EDITOR, BROADCASTING:

We read with interest "TV Enters Formal Education at WWJ-TV-Michigan U." in the Aug. 7 issue of TELECASTING and have two claims to make for WAVE-TV:

1. **The U. of Louisville and WAVE-TV presented "Education by Television" a half hour weekly classroom course in British fiction last semester. First of the series began Feb. 18, 1950.**
2. **This was the FIRST college course presented for credit over any television station in the world.**

We extend best wishes for great success to WWJ-TV in its new advancement of education by television. However, we ask those "WWJ birds" to pull up their claim stakes . . .

Robert B. Elverman
Director, Publicity & Promotion
WAVE Louisville, Ky.

* * *

WITH To Originate

EDITOR, BROADCASTING:

In your football roundup story in the Aug. 28 issue you state that WWDC is the originating outlet of a ten-station regional network carrying the U. of Maryland football games.

Just to keep the record straight, the network is being originated by WITH Baltimore. WWDC will be the Washington area outlet for the games. . . .

Ben Strouse
General Manager
WWDC Washington

Feature of Week

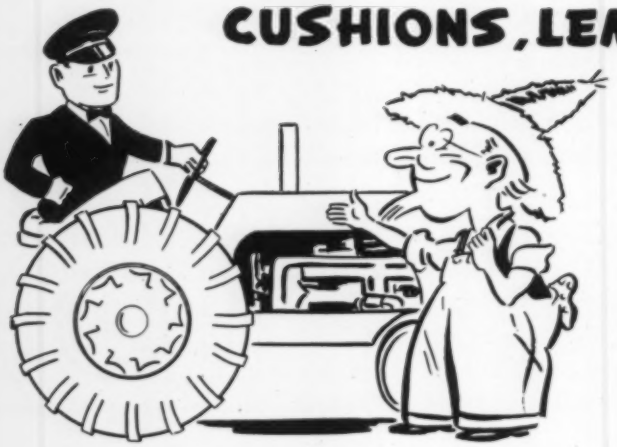
(Continued from page 14)

and given a city welcome by Mayor Bernard Samuel.

Other personality billboards, all of them maintained by General Outdoor Advertising Co. without cost, along with tape sound tracks voicing the star's safety slogans, are being displayed until mid-September when a giant rally will wind up the campaign with a Roy Rogers and Trigger poster.

Keeping the campaign in the public's mind is a running air announcement series over WIP, newspaper plugs and such special shows as Mr. Ross' appearance at WPTZ (TV) Philadelphia. The radio star tied-in his show's sponsor with this slogan: "Go the Gulf way and make it the safe way."

"LIKE THEM AIR-FOAM CUSHIONS, LEM?"



YESSIR!—our Red River Valley hayseeds buy the biggest and best of everything! With incomes far higher than the national average, fancy living comes easy!

WDAY, Fargo, is the one sure-fire way to get at all this extra dough. Our well-heeled farmers listen to WDAY about *four times as much as to any other station.* Look at these record-breaking Hoopers:

SHARE OF AUDIENCE (Dec. '49-Apr. '50)	WDAY	"B"	"C"	"D"
Weekday Mornings (Mon. thru Fri.)	64.2%	21.1%	7.3%	4.8%
Weekday Afternoons (Mon. thru Fri.)	66.5%	13.0%	12.9%	2.6%
Evenings (Sun. thru Sat.)	64.0%	15.1%	9.5%	8.8%

A new 22-county survey by students at North Dakota Agricultural College shows that the farm families in these 22 counties prefer WDAY 17-to-1 over the next station—3½-to-1 over *all other stations combined!*

Get all the fabulous facts today! Ask us or F&P!

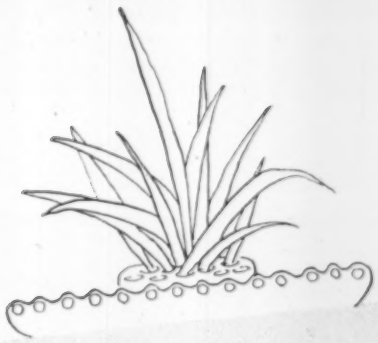
WDAY

FARGO, N. D.

NBC – 970 KILOCYCLES

5000 WATTS

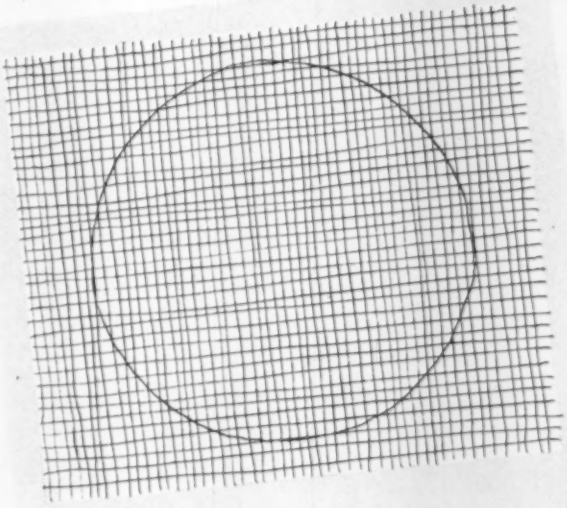
FREE & PETERS, INC.
Exclusive National Representatives



KPRC

FIRST station in houston
and still first!*

now in its
25th year



to sell houston
and the great
gulf coast area buy

KPRC

FIRST in the south's
FIRST market

* 26% ahead of second station—total rated periods. Hooperatings October 1949 thru February 1950

KPRC

HOUSTON

950 KILOCYCLES • 5000 WATTS

NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Represented Nationally by Edward Petry & Co.

WCBS IG
IN GREENSBORO, N.C.

HOOPER RADIO AUDIENCE INDEX

SPRING 1950 CITY ZONE GREENSBORO, N. C.

SHARE OF RADIO AUDIENCE

	WBIG	STATION "B"	STATION "C"
8:00 A.M.—12:00 N. Monday thru Friday	49.7	32.	8.1
12:00 N.—6:00 P.M. Monday thru Friday	39.2	28.3	16.1
6:00 P.M.—10:00 P.M. Sunday thru Saturday	52.4	18.3	13.2

WBIG

"The Prestige Station of the Carolinas"

Gilbert M. Hutchison, President

CBS Affiliate 5000 watts

EST. 1926

represented by Hollingbery

On All Accounts

(Continued from page 10)

1942, Sam went to WMAL (ABC) Washington as a salesman. A year later he shipped to sea with the Merchant Marine as a radio officer on the *S.S. Heywood Broun* after getting an engineer's license and learning how to take 16 words of code per minute. In 20 months he returned to WMAL and began preparing for the foreseeable switch to television from AM.

Before WMAL-TV took the air (October 1947), Mr. Digges lugged equipment for dry-run telecasts, operated cameras, spliced film and produced film commercials. "The three months before and after going on the air were the shortest 100 years that I've spent in television!"

He also experimented TV-wise at home, where he finally got reception in a downtown apartment building by designing two receiving antennas, using a couple of tin funnels, and stringing wire outside two windows opposite each other. Station engineers, his wife, and the landlord never quite understood Sam's formula for TV reception, but they had to admit it worked.

Civic Activities

Active also in civic enterprises, Mr. Digges was chairman of the public affairs committee of the Advertising Club, campaign promotion director for the National Symphony Orchestra (of which he was a board member), a supporter of heart disease and cancer collections, and chairman of the Community Chest radio committee. One of his major collections was data about the nation's capitol, which he has incorporated into a novel. It is being revised now.

In April 1949, when CBS Radio Sales set-up a separate TV department in New York, Sam was hired as a salesman. For a short time his beat "theoretically" included every agency in New Y... Last January, when a branch w... opened in Chicago, he was tra... ferred there as TV sales manag... Two and a half months ago ... opened a film syndication divi... which sells film packages, inclu... ing *Gene Autry, Strange Adv... ture* (formerly *Fireside Theat...* the *Vienna Philharmonic Orch... tra*, 50 British feature films a... *Hollywood on the Line*.

Sam is a member of the T... Club and Chicago Television Co... cil, as well as the league of ... fused parents. His son, Sam J... 8, keeps his father on the alert w... inventions of submarines, rock... and "other infernal machines," ... which he has "some 16 million bl... prints."

SPECIAL citation for the "incisive manner in which he conveys the national significance of daily events to his radio audience" is presented to Dwight Cooke (r), CBS public affairs analyst and moderator of its *People's Platform*, by Oscar R. Ewing, Federal Security Agency administrator. Citation was read by Mr. Ewing at the closing session of the Conference on Aging, in Washington last month.

Strictly Business

(Continued from page 11)

Forest, Ill., on July 13, 1913 ... moved to nearby Wheaton as ... lad and began selling newspape... and working in a drug store. H... first job after graduating fro... Wheaton High School was wi... Radio Circulation Builders, a pr... motional firm that tried to do wh... its name implies.

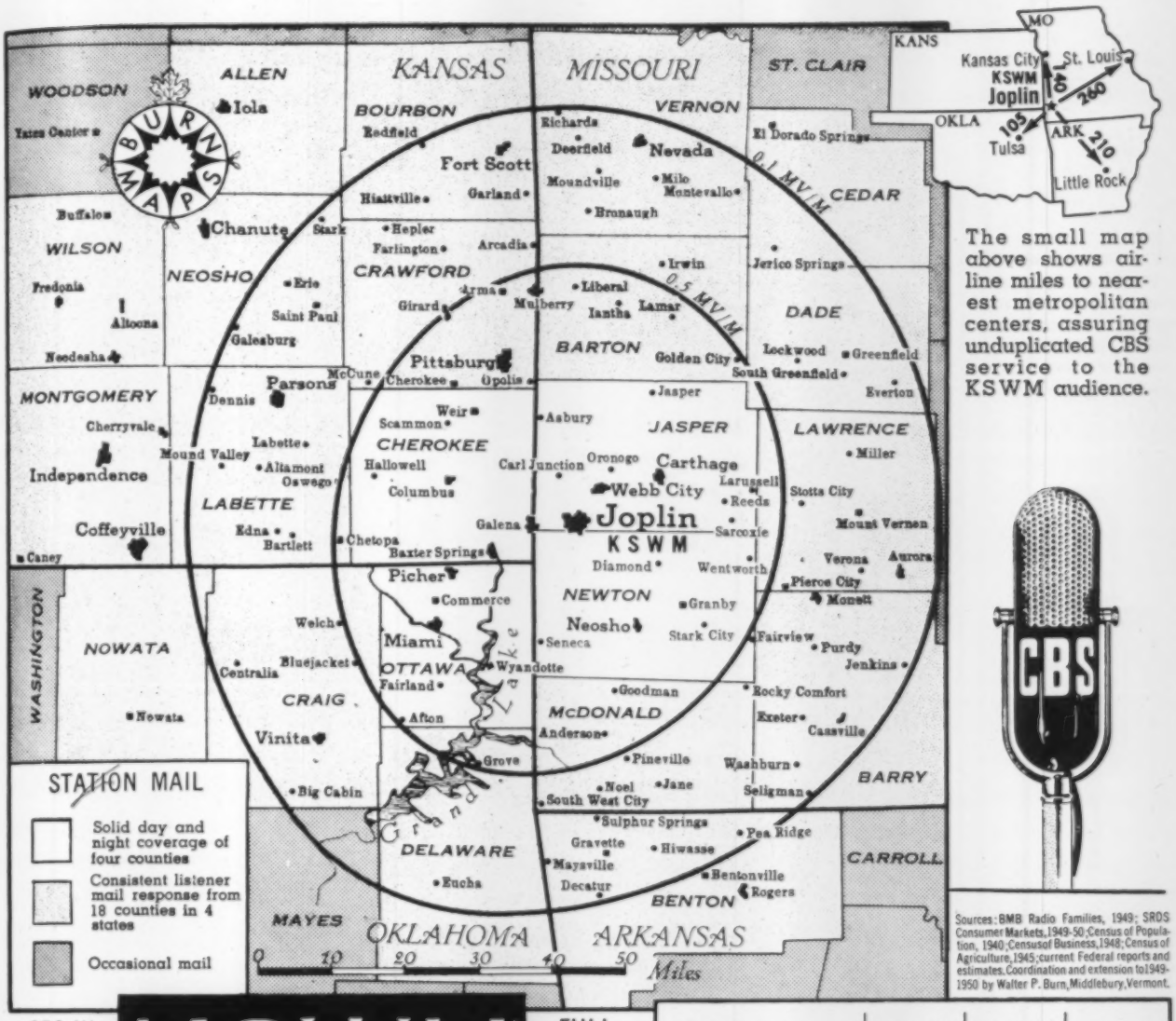
During three years' tenure wi... this company, he laid aside enou... capital to "pop the question" ... one Virginia Rhoads, with who... he had attended high school. So... after their marriage in 1934, th... Clarks decided they wanted to se... the West, so George got a job sel... ing classified advertising for th... *Los Angeles Times*. He later move... to the *Ontario* (Calif.) *Daily Re... port* but, never intending to re... main in California for good, re... turned to the town of his boyhoo... for an advertising job on th... *Wheaton Daily Journal*.

Like many a successful radi... man, George broke into broadcas... ing on WLS Chicago. Three year... of rugged sales training on th... *Prairie Farmer* station prepare... him for a higher paying job a... WLW Cincinnati's Chicago offic... where he was elevated to manage... in 1943. A year later, he wa... transferred to WLW's New Yor... staff, but he disliked the East an... took a position with Mutual in Chi... cago. In less than one year wit... MBS, he not only sold *Queen fo... a Day*, but also *Nick Carter*. Th... half-hour weekly mystery drama... went to Cudahy Packing Co.

Mr. Clark became an accoun... executive at Grant Advertising... Chicago, in September 1946. H... handled such accounts as Atlanti... Brewing, American Bus Lines an... Schwinn Bicycle. Ten month... after he joined John Pearson's Chi... cago sales staff, he was name... midwestern sales manager—th... position he holds today.

The Clarks have a daughter, Vir... ginia, 13; a son, Billie, 7, and tw... springer spaniels. They live i... Wheaton.

George is a member of Chicago's ... Radio Management Club and the ... Chicago Television Council.



The small map above shows air-line miles to nearest metropolitan centers, assuring unduplicated CBS service to the KSWM audience.

Sources: BMB Radio Families, 1949; SRDS Consumer Markets, 1949-50; Census of Population, 1940; Census of Business, 1948; Census of Agriculture, 1945; current Federal reports and estimates. Coordination and extension to 1949-1950 by Walter P. Burn, Middlebury, Vermont.

250 W
1230 KC

KSWM

FULL TIME

CBS NETWORK IN JOPLIN, MO.

KSWM is doing a *regional-metropolitan* job for the great Joplin District, best diversified area of the southwest among agriculture, mining and industry.

Owned and operated by

AIR TIME, INC.

1928 West 13th Street Telephone 7260

Austin A. Harrison, President & General Manager

JOPLIN, MO.

Nationally Represented by WILLIAM G. RAMBEAU CO.

1950 DATA	Within 0.5 MV/M Contour, DAY	Within 0.1 MV/M Contour, DAY	Total Mail
AUDIENCE, 1950			
Population	249,200	446,600	616,000
In Communities	194,300	291,600	397,900
On Farms	54,900	155,000	218,100
Households	78,350	138,300	191,000
In Communities	64,500	96,920	132,770
On Farms	13,850	41,380	58,230
Radio Homes	72,500	127,150	175,500
In Communities	59,720	89,350	122,480
On Farms	12,780	37,800	53,020
RETAIL MARKET, 1949, by store classes, $000			
Food Stores	38,240	59,450	86,000
General Merchandise Stores	18,650	28,780	37,910
Apparel Stores	7,800	12,360	18,300
Home Furnishings Stores	8,460	13,420	19,120
Automotive Outlets	46,700	70,850	102,100
Filling Stations	10,710	18,800	26,400
Building Mtl.-Hardware	11,980	27,000	41,700
Eating-Drinking Places	9,240	13,500	17,900
Drug Stores	5,370	8,900	12,380
All Other Stores	15,700	32,490	47,200
TOTAL RETAIL SALES	172,850	285,550	409,010
FARM MARKET, 1949			
Number of Farms	13,600	38,780	54,270
Automotive Vehicles	22,000	57,600	82,400
Cost of Feed Purchased $000	8,670	27,000	42,680
Value of Products $000	39,600	120,800	170,700

$000, expressed in thousands of dollars

WWL's Farm and Rural Appeal Wins Multi-State Audience

With 50,000-watt power, WWL beams varied rural fare to the rich Deep South market. Weather and market reports, on-the-scene rural broadcasts, 4-H programs, herd improvement contests—all build strong listener loyalty.

XUM

In the City—on the Farm—They love the South's Greatest Salesman

WWL proves you *can* please everybody. WWL does it by giving folks *what* they want—the *best* of it—*when* they want it.

WWL wins preference with the CBS parade of stars—with special services, such as intimate on-the-scene reporting of local news and events . . . with New Orleans talent that Southerners *love*.

In New Orleans, WWL's evening share-of-audience equals that of next two stations combined.

WWL's Advertisers get Year-round Listener Promotion

WWL's newspaper campaign includes full pages—in color. Your program benefits from colorful 24-sheet posters, streetcar and bus dash-signs, store posters, stack signs, special displays, personal and mail promotion to key jobber and dealer accounts. WWL gives you more of *everything*.

South's Greatest Salesman

WWL

NEW ORLEANS

50,000 WATTS

CLEAR CHANNEL — CBS AFFILIATE

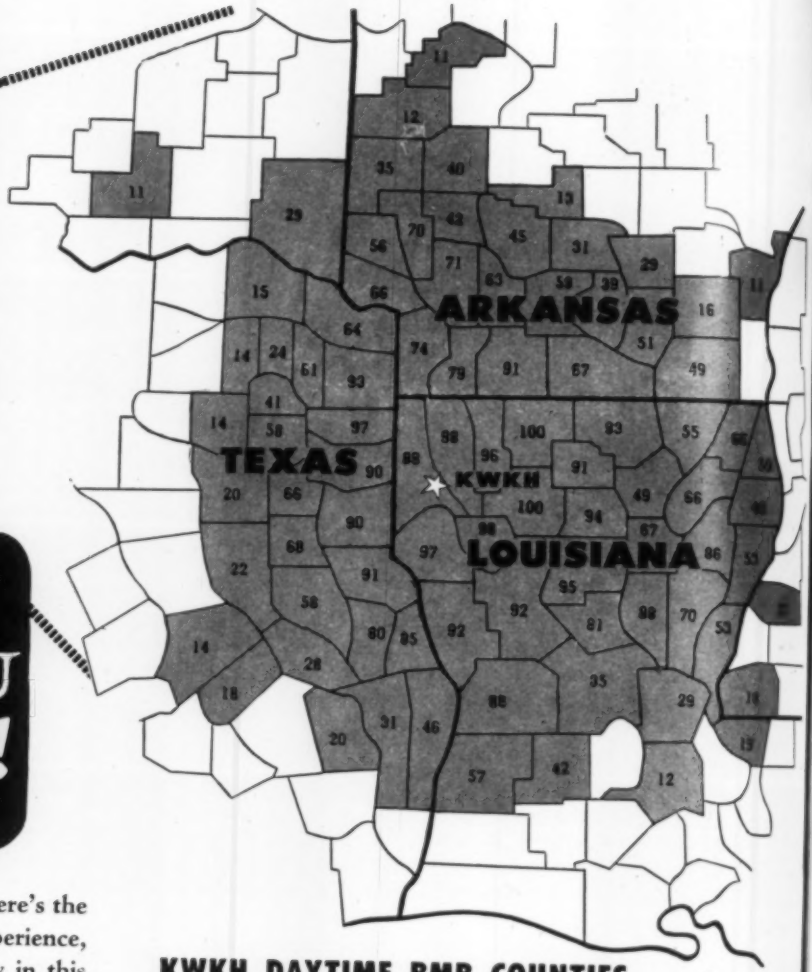
DEPARTMENT OF LOYOLA UNIVERSITY

REPRESENTED NATIONALLY BY THE KATZ AGENCY

XUM

1950

1925



KWKH DAYTIME BMB COUNTIES

Study No. 2 Spring, 1949

IT'S EASY, WHEN YOU KNOW HOW!

THIS is KWKH's *twenty-fifth anniversary*—and here's the proof that in these 25 years of broadcasting experience, KWKH has built an incomparable radio Know-How in this part of the South:

The 1949 BMB Report credits KWKH with more than 300,000 daytime radio families in 87 Louisiana, Texas and Arkansas counties. 64% of these families listen "6 or 7 days weekly." 75% are "average daily listeners!"

Month after month, year after year, KWKH ranks among the nation's top CBS stations in Hooper City Audience Indexes. The latest report (Feb.-Mar., 1950) shows KWKH as fifth in the morning, sixth in the afternoon, third at night.

Yes, Know-How makes a difference! Let us or The Branham Company show you just how *much* difference it makes!

KWKH

50,000 Watts • CBS •

SHREVEPORT

Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 39, No. 10 WASHINGTON, D. C., SEPTEMBER 4, 1950 $7.00 A YEAR—25c A COPY

NEWSCASTS SPUR LISTENING

War Paces New Radio High

INCREASED listening to news programs has set the pace for a general upswing in the summer audience, carrying it to levels well above those of last year.

Answers to the charge that radio listening has fallen off, especially as a result of TV, are supplied in a special analysis prepared for BROADCASTING by A. C. Nielsen Co. (see charts). These figures support other research material indicating an upward trend in the audience for newscasts and commentaries as well as a general increase in radio listening.

Radio Use Up

Finally, a Nielsen July analysis made public last week shows that July radio usage is above that of the same month in 1949. This "snapping out of seasonal doldrums and TV inroads" was attributed to heightened interest in news programs because of the Korean war. For the first month this year, the July figures show, overall radio listening is higher than it was in 1949.

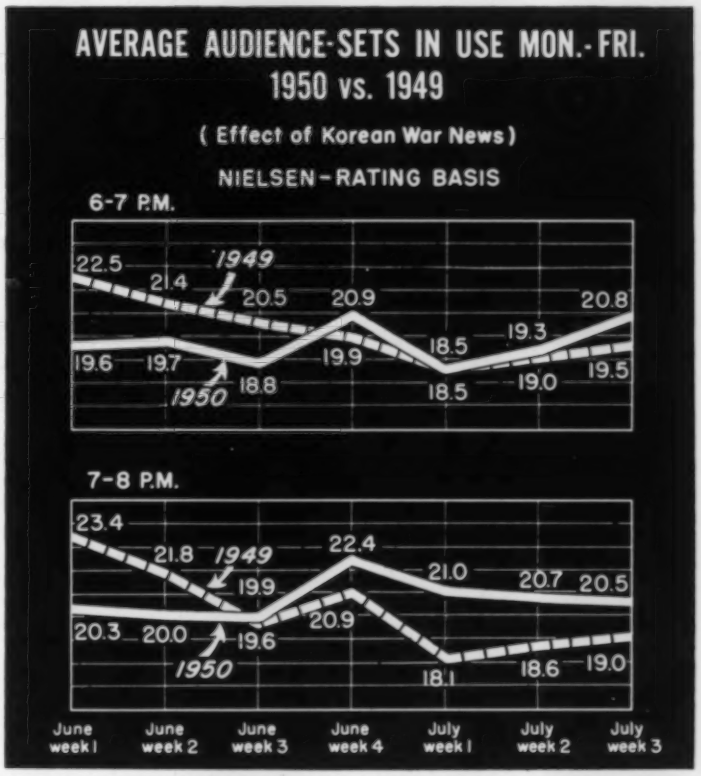
An average gain of 1½ percentage points in the Nielsen ratings, which are described as projectable, "means that averagely an additional 611,000 radio homes were reached per broadcast, over and above normal expectations for this season of the year," according to the Nielsen July analysis.

Late August evidence points to a steadily mounting demand on the part of sponsors for news availabilities, a trend that started during June when the international situation became acute. This is in line with the findings of BROADCASTING's news bureaus in a nationwide roundup of fall and winter business prospects [BROADCASTING, Aug. 21].

The Nielsen compilations show that while June listening during early evening hours (6-8 p.m.) was running below that of June 1949, the percentage of homes using radio started upward when the Korean crisis exploded. The 6-8 p.m. period, of course, is the heaviest news segment of the radio day.

At no time since the Korean war broke out has the 6-8 p.m. sets-in-use figure dropped below the 1949 level. Instead the audience is well above the 1949 audience. This trend continued through the third week in July, last period for which figures are available.

In addition to analyzing sets-in-use during early evening hours, Nielsen findings show increased listening to average evening news reports, compared to 1949. Furthermore, the average evening news commentator has a substantially larger audience than was the case a year ago.



The Nielsen study of trends in listening to the average evening news commentator shows the April 1949 audience well above that of the current spring. Following a normal decline with approach of summer, the 1949 and 1950 curves started to level off the first week in June though the late weeks in May were better than the same 1949 period.

Trend Began in June

The 1950 audience started upward the third week in June—sharply upward. Before July 1 there was a larger audience than was the case a year ago. This audience continued to increase whereas the July 1950 audience had about leveled off for the summer, according to the Nielsen data.

In making the compilations on commentators the Nielsen firm selected a group of programs unified for each year. Similarly data compiled for average evening news reports are based on a unified group of news programs.

At the start of April the 1949 audience was slightly higher than that of the current year for the group of evening news reports. By mid-April 1950 listening had passed the 1949 level, holding the superiority until nearly mid-May.

Then as June arrived, 1950 listening caught up to the 1949 figure and has kept ahead ever since. Both last year and this, according

(Continued on page 64)

MUIR EXPULSION

Group to 'Cleanse' Radio, TV

(See Editorial, page 38)

A FULL-SCALE campaign to rid radio and television of persons whom they believe to be pro-communist was begun last week by a joint committee of veterans' groups and other organizations and individuals who have been in the vanguard of recent anti-communist activity.

The campaign's major effort was opened with a successful protest against the appearance of Jean Muir in the cast of the NBC-TV series, *The Aldrich Family*, which had been scheduled to begin Sunday, Aug. 27.

General Foods Corp. sponsor of the program, expelled Miss Muir from the cast with the explanation that it had received protests from "a number of groups" against her appearance.

Although neither General Foods nor NBC released the identity or number of the protestants, it was learned authoritatively that between 20 and 30 telephone calls and about a dozen letters and telegrams of protest were received.

Some of the protests, it was learned, stated that Miss Muir's name was listed in "Red Channels," a publication issued two months ago by *Counterattack*, a news letter devoted to anti-communism subjects.

The protests were received over a three-day period, beginning Saturday, the day before the scheduled premiere of the program, and extending through Monday, after Miss Muir had been eliminated from the cast and the premiere television cancelled because of the impossibility of arranging a last-minute substitute for her.

Two days after the Muir incident, the Joint Committee Against Communism in New York announced it had been "a prime mover in the Henry Aldrich-Jean Muir fight" and that it had appointed a special subcommittee to "cleanse the radio and television field of

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BUCKALEW NAMED

Heads CBS Coast Sales

EDWIN W. BUCKALEW, manager of CBS Radio Sales, San Francisco, became general sales manager of CBS Pacific Network and KNX Hollywood Friday. Merle S. Jones, general manager of CBS Pacific Network and KNX, announced the appointment. Mr. Buckalew succeeds Wayne R. Steffner who resigned to become partner in program packaging firm of Oxarart-Steffner Inc. [BROADCASTING, Aug. 21].

Prior to heading up Radio Sales in San Francisco 14 months ago, Mr. Buckalew was CBS station relations field manager on the West Coast for seven years. He originally joined CBS in 1937 as KNX promotion manager. He held that post until 1942 when he became station relations field manager. Before joining CBS, he was account executive with various major advertising agencies in Los Angeles, San Francisco and Seattle.

BROWN AGENCY

New Firm Announces Staff

CARL S. BROWN, New York, newly formed agency, has appointed personnel as follows: Samuel E. Gill, director of research; Christine Petrine, space and timebuyer; Bernard J. Hanneken, supervisor of copy; Gastano Penna, art director; Robert F. Kirby, production manager; Mickey Hart, office manager. All were members of the Sherman & Marquette New York office with Mr. Brown.

Agency accounts include Sterling Drug Products; Castoria, Z. B. T. baby powder, Dr. Caldwell's laxative.

Radio plans for 1950 include spot campaigns in southeast, southwest and middlewest only. Agency opens officially Sept. 5 at 30 Rockefeller Plaza.

Kurie Named by S & M

JOHN F. KURIE, vice president in charge of media and research for the Assn. of National Advertisers, has joined Sherman & Marquette, New York as director of research, it was announced last week. Mr. Kurie will replace Sam Gill, who has resigned. Previously Mr. Kurie was associated with M&M Ltd., where he was in charge of advertising; with *Look* Magazine as director of research; and with the Econometrics Institute as a specialist in market economics.

Greenwood on AAAA

C. L. GREENWOOD, Knox Reeves Adv., Minneapolis, has been elected a member of the board of governors of American Assn. of Advertising Agencies. He will complete the term of Raymond C. Jenkins, formerly of Erwin, Wasey & Co. of Minnesota, who recently resigned.

Mr. Richards | Mr. Patt | Mr. Kramer

* * *

GOODWILL SHIFT

Patt, Worth Named; Wismer Quits WJR

JOHN F. PATT, vice president and general manager, WGAR Cleveland, was elected president of The Goodwill Stations Inc. (WGAR, WJR Detroit, KMPC Los Angeles) last Thursday. Mr. Patt's position is a newly-created one and was part of a general realignment of station executives announced by G. A. Richards, chairman of the board.

Also involved in the change was Worth Kramer, assistant general manager, WJR, who was elevated to vice president and general manager of the Detroit station succeeding Harry Wismer, who resigned earlier in the week.

Announcements by Mr. Richards, chief owner of the stations, followed a regular quarterly meeting of the board of directors in Detroit.

In commenting on Mr. Wismer's resignation, Mr. Richards said there were no disagreements or differences between Mr. Wismer and himself except on the question of Mr. Wismer's "application of his time to WJR's activities."

Many Activities

Mr. Richards indicated that Mr. Wismer's sports popularity as a broadcaster "precluded" his giving adequate time to the operation of WJR. Mr. Wismer is director of ABC's sports division.

Upon resigning, Mr. Wismer issued a formal statement, said he had reached his decision after "seven years of disagreement with G. A. Richards . . . over policy, operations and personnel." He said he looks with pleasure on the fact that WJR has just completed the most successful four years in its history." It was reported that Mr. Wismer is planning to devote all of his time to broadcasting, broadcasting and to public relations.

Goodwill Veterans

Messrs. Patt and Kramer have had long experience in the radio field, the former being the oldest member in point of years of service with the Goodwill stations. Mr. Patt joined WJR in 1926 and has been vice president and general manager of WGAR since 1930. His first radio job was announcer and radio editor at WDAF Kansas City in 1922. He also was the first director of KFKU, the U. of Kansas radio outlet. Mr. Patt, a U. of Kansas graduate, was first president of the Ohio Assn. of Broadcasters and is a former director of NAB.

Mr. Kramer has been associated with WJR for the past four years and is a director of the Michigan Assn. of Broadcasters. For several years he was program director of WGAR.

NBC'S TANDEM PLAN

Details Being Completed

TOP executives of NBC, including Chairman of the Board Niles Trammell, last week were lining up sponsors for NBC's new Thursday through Monday "Tandem Plan," a new concept in network participation programs [CLOSED CIRCUIT, Aug. 28].

At the same time the network is developing a Sunday evening 90-minute comedy-variety series that would be worked into the proposed tandem project. This Sunday program is being prepared by Charles (Bud) Barry, NBC vice president in charge of radio programs [BROADCASTING, Aug. 14].

Refusal of NBC to announce any details of its campaign to sell the tandem programs was construed in some quarters as indicating sponsors are not coming in as fast as had been anticipated.

It was learned by BROADCASTING a fortnight ago that NBC hoped to set up a five-a-week series of hour-long programs, Thursday through Monday, selling participations to six sponsors whose commercials would be rotated in each hour period through the week. If NBC were unable to sell out the plan to six sponsors, it was reportedly prepared to let some take less than the full schedule and increase the number of advertisers.

The program lineup intended for use in the "Tandem Plan" has not been entirely set, but shows which the network has promised to include are an hour-long performance of the Symphony directed by Arturo Toscanini, Monday, 10-11 p.m.; the 6:30-7:30 hour of the new Sunday evening 90-minute all-star show being prepared by Mr. Barry; *Duffy's Tavern*; *The Phil Harris-Alice Faye Show*, and *Screen Director's Playhouse*, which would be expanded to an hour.

It was understood NBC was hoping to place *Duffy's Tavern* and the Harris-Faye show back-to-back

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Drawn for BROADCASTING by Sid Hix

"Communist give-away better than American. Set owners asked no questions. All win free trip to Siberia!"

LBS PLANS

Expands to 48 States in October

FOUR weeks from today—Monday, Oct. 2—Liberty Broadcasting System will expand to a fulltime 48-state network, according to its backers, Barton R. and Gordon B. McLendon [BROADCASTING, June 12].

These multi-millionaire Texas theatre men told BROADCASTING they are willing to put heavy capital into Liberty, which has expanded into a hookup of 240 affiliates. They form a father-son combination operating as chairman of the board and president, respectively.

President McLendon and his executive vice president, James Foster, said the network's program schedule is complete and telephone lines are on order for the Oct. 2 debut as the fifth nationwide network.

"We at Liberty have always known that no new network could suddenly be 'formed'," Mr. McLendon said. "We realized from the start three years ago that any new national network would have to grow in the same painful way that NBC, CBS and ABC have grown. Those networks began with a few stations, expanded gradually, ultimately encompassed the whole country. Their growth was slow and costly, but sound. The same has been true of Liberty. Like the others, we began humbly with a few stations, expanded again and then again, and finally we have expanded to our ultimate objective—a national network. No, we have not suddenly 'formed' a fifth network. That cannot be done. Liberty has become a national network in the only way that the fifth, sixth, seventh or eighth network will ever be born—by slow, painful and costly expansion. No new network will ever be 'formed'."

Claims Third Place

Mr. McLendon went on to point out that Liberty network "is not the 'fifth' network but that it is already the third in size with more than 240 affiliates."

"We have been referred to as more a programming service than a network," Mr. McLendon said. "That is essentially correct and again that is the way that any new network must begin. It also in a sense is the way that the present networks will ultimately turn. We have shown the other networks the way in cooperative sports programming and they will eventually follow us down the line in our other sales approaches.

"The time is coming when the emphasis both in networks and local stations will be on local sales and not on national sales. That Liberty has prospered in local sales is a tribute to the listenership of our programs. It is at the local level, where the local merchant buys, listens and inquires, that intelligent radio buying is being done today. The average national timebuyer is still, lamentably, buying on power and history.

"The case of Liberty's key station in Dallas, KLIF, is a good example even if a remarkable one. We have a tremendous Hooperating with our local shows and Liberty features. Do we have national business? We have $30,000 a month in local business and not one cent in national business. All of the national business is bought from a competitor with about one-third our rating but 5000 w to our 1000 w. All of the local business goes to us because on the local level the merchant is listening and knows what he is buying. Liberty sells, then, on the local level—the toughest place to sell and the place where the most intelligent buying is done."

Programming Is Key

"Good programming, then, is the key to Liberty's success or failure," Mr. McLendon said. "Let's look at that programming and see what has made it tick for stations and what will continue to make it tick. We have attempted to accomplish two things with our cooperative programming: first, we attempt to counter-program the other network and secondly, we always feed programs that a station cannot do locally.

"We are interested only in feeding programs that will both carry and sell. To that end, we have never fed and will never feed the average flock of so-called 'filler programs'—programs which merely pad a network's schedule. The stations don't carry them and therefore we don't carry them. There are the obvious public service exceptions but for the most part we feed only the programs that can be sold locally—in Valdosta, Ga., or New York City.

No 'Soap Operas'

"For instance, the stations could not sell soap operas if we fed them. They would have to be programmed against existing soap operas, and even if they weren't, it takes a long time to establish a soap opera's listening audience and even then it can't be done except with a long block of them. The experience of independent stations with transcribed soap operas has, for instance, been sad. So, no soap operas. They are good for NBC and CBS but not for Liberty at this late stage in the radio network picture. But our stations will eventually get something that will beat the soap operas at their own game—at least an hour a day of five-day, 15-minute strip daytime mysteries—'mystery soap operas' if you will."

"There'll be no big-time comedy shows on Liberty yet, either. They also have to be blocked for maximum effectiveness and they take a good while to establish. Our stations will get some of them later on but in the meantime we'll counter-program."

Discussing rates being charged its affiliates, Mr. Foster explained that stations were charged on a standard formula basis which takes into consideration the total retail sales in a station's primary area, the number of radio families in the area, the income per capita and

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FREEDOMS Foundation medal "for outstanding achievement in bringing about a better understanding of the American way of life," is accepted by Donald W. Thornburgh (r), president of the WCAU stations, Philadelphia, from William W. Higgins, associate director of Freedoms Foundation. WCAU was cited for a program entitled *The Blessings of Liberty*, which was broadcast last fall.

JUNE NETWORK SALES

2.9% Under June '49

GROSS network time sales for June 1950 totaled $15,070,491, showing a 2.9% decrease from June 1949 figures of $15,487,193 as revealed by Publishers Information Bureau statistics released to BROADCASTING. However, the half-year period January-June in 1950, saw a 3.9% drop in time sales of $96,907,033 from January-June 1949 totals of $100,838,725, demonstrating that June 1950 was better than an average 1950 month for the networks. (Table I)

It can also be noted that while the decline was evident, there were substantial increases in the indivdual product groups.

Food Producers Lead

In June 1950, food producers again head the list of product groups advertising on the networks, with $3,606,879 worth of time at gross rates. Within this group, General Mills was tops, having spent $751,226. (Table II) Toilet goods manufacturers purchased $2,108,067 worth of radio network time, placing that group second. Procter & Gamble spent $372,555 to rank first in this classification. Drugs & remedy, smoking material and soap groups ranked third, fourth and fifth re-

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TABLE I

GROSS RADIO NETWORK TIME SALES FOR MAY AND FIRST QUARTER 1950 COMPARED TO 1949, BY PRODUCT GROUPS

PRODUCT GROUP	JUNE 1950	JAN.-JUNE 1950	JUNE 1949	JAN.-JUNE 1949
Agriculture & Farming	$61,745	536,954	62,205	600,968
Apparel, Footwear & Acces.	81,208	698,736	75,162	700,594
Automotive, Auto. Acces. & Supplies	360,111	3,009,326	662,587	4,252,114
Aviation, Aviation Acces. & Supplies	.....	.....	.....	.....
Beer, Wine & Liquor	234,752	1,483,563	92,487	456,438
Building Materials, Equip. & Supplies	105,549	689,286	102,754	667,415
Confectionery & Soft Drinks	671,416	.....	.....	.....
Consumer Services	144,948	3,709,698	466,091	3,736,866
Drugs & Remedies	2,092,351	935,104	81,217	870,065
Entertainment & Amusements	.....	12,719,255	1,742,748	10,481,778
Food & Food Products	3,606,879	23,580,111	3,660,734	23,955,357
Gasoline, Lubricants & Other Fuels	390,779	2,484,158	408,066	3,224,148
Horticulture	.....	105,696	.....	91,968
Household Equip. & Supplies	307,181	1,613,036	706,590	4,333,850
Household Furnishings	38,750	240,493	95,214	623,773
Industrial Materials	172,830	1,123,096	174,593	1,171,573
Insurance	242,593	1,468,336	328,578	2,019,956
Jewelry, Optical Goods & Cameras	127,000	909,453	147,874	1,118,656
Office Equip., Stationery & Writing Supplies	94,768	814,195	149,406	862,374
Political	6,360	23,704	.....	.....
Publishing & Media	9,088	573,759	37,520	491,581
Radio, TV Sets, Phonographs, Musical Instruments & Acces.	108,551	613,803	16,182	731,545
Retail Stores	1,080	24,148	6,870	34,350
Smoking Materials	1,831,164	12,379,112	1,961,159	11,855,945
Soaps, Cleaners & Polishes	1,793,593	10,813,032	1,697,559	10,719,231
Sporting Goods & Toys	.....	.....	.....	.....
Toiletries & Toilet Goods	2,108,067	13,234,909	2,542,270	15,821,813
Transportation, Travel & Resorts	66,228	436,770	71,232	622,652
Miscellaneous	413,500	2,687,300	198,095	1,393,715
Total	15,070,491	96,907,033	15,487,193	100,838,725

Source: Publisher's Information Bureau

Chesebrough's 'Not-So-Baffling' Case:

The Surging Sales Graph

By FLORENCE SMALL

ON MAY 31 of this year, the Chesebrough Mfg. Co. celebrated the 600th performance of its weekly *Dr. Christian* show on CBS.

For 13 years the program has had the same sponsor, appeared on the same network with the same star, Jean Hersholt, the same announcer, Art Gilmore, and the original producer, Dorothy McCann representing the initial agency, McCann-Erickson.

But even more remarkable than that performance record, is the record of performance in sales registered by the program.

Vaseline Hair Tonic, one of the products sponsoring the show, has in the course of its sponsorship increased its sales from $5,800,000 to more than $30,000,000 annually.

In dollar volume of sales it actually exceeds Petroleum Jelly, whose very name is generic in its field.

Responsibility for Chesebrough's success is due in great measure to the acumen of its advertising agency, McCann-Erickson, New York, which directs the company's expenditure of approximately a million dollars in radio, with another half million channelled into television.

Hair Tonic Emphasis Suggested by Agency

It was the agency, as a matter of fact, which suggested emphasizing the merits of the hair tonic, which, up to that time, had accounted for only a small part of the firm's sales.

The relationship between sponsor and agency is extremely close. The agency secured the account for its first year of operation, 1927, and subsequently the account became the first McCann-Erickson client to enter national radio. On Aug. 6, 1928, they sponsored George Frame Brown's *Real Folks* (which had been locally on WOR as *Thompkins Corners*) on the NBC Blue network. It was a humorous small town program and became immensely popular. One offer was a copy of a small town newspaper featuring pictures of the show and "news" of Thompkins Corners brought the record fan mail for those days of 227,000 requests.

Hersholt Movie Role Inspires Radio Idea

Real Folks ran till Dec. 5, 1931, and was replaced by an original small town drama called *Friendship Town* which was conceived by Mrs. Dorothy B. McCann. It ran for a year till Dec. 22, 1932. Depression days caused a general curtailment in all activities but as business conditions improved, the sponsor began again to think in terms of radio promotion. Mrs. McCann developed a radio program from an idea brought to her by one of her writers, which stemmed from Jean Hersholt's success with the quintuplets in the motion picture "The Country Doctor." As that title was not available for radio Mrs. McCann named the program *Dr. Christian*. Incidentally, the show was sold on the basis of idea, without an audition.

Some years ago Mrs. McCann

PRE-PROGRAM discussion is held by Arthur B. Richardson (l), president of Chesebrough Mfg. Co., Mrs. McCann and Mr. Hersholt.

* * *

also devised the Dr. Christian Award, in which the sponsor puts up an annual prize of $2,000 for the best script submitted by the audience. Other prizes of $500, $350 and $250 also were awarded. The Award has been offered in 1950 for the ninth consecutive year, making *Dr. Christian* the only show in radio for which the audience writes the scripts. Through the years, 250,000 people have written for the folder of rules, 70,000 have submitted actual scripts, 380 award scripts have been presented on the program, the work of 282 writers who have received $115,000 in prize money for their work. Scripts not selected revert to their owners and some have been placed on other programs.

Content Thoroughly Checked in Advance

Before they are presented on the program all *Dr. Christian* scripts are reviewed by a well known New York physician and checked for medical references, terminology, and ethical standards.

This thoroughness in preparation has resulted in the perfection standards maintained through the years by the *Dr. Christian* program.

This show was tailor-made for the makers of Vaseline brand products to appeal to the wide family audience who are users of moderate priced drug items. The coverage measured by Nielsen shows an even distribution of listeners through upper, middle and low income groups, and through metropolitan, medium, small and rural communities. Nielsen shows further that the audience for the commercials is very high with an average of 2.4 commercials (out of 3 on each show) received per home reached.

Reason for high listenership to commercials, the agency feels, is that sincerity, truthfulness, and realism keep them in the character of the show. Judy Price, one of the most famous nurses in radio, handles the Vaseline Petroleum Jelly commercials in an intimate but professional manner. Art Gilmore talks man-to-man fashion about Vaseline Hair tonic.

Rating-wise *Dr. Christian* is today, more than 12 years after its inception, in the best position in its history. Average audience, share of audience, total audience and Nielsen rating increased in 1949 over 1948 and in the first quarter of 1950 over 1949. The show is consistently in Nielsen's first twenty, attained a peak rating of 18 in February 1950, delivers its audience at the very low rate of $1.07 per thousand.

* * *

SITTING in on reading rehearsal is Neil Regan (center), Hollywood director, flanked by Mr. Hersholt and Miss DeCamp. The latter plays the leading feminine role.

Television Added To Media Schedule

In its early days the *Dr. Christian* program was used to advertise both Vaseline Petroleum Jelly and Vaseline Hair Tonic. As business expanded two television shows were added. *Greatest Fights of the Century* which are films of famous prize fights, and a half hour of roller derby were selected as having a big appeal to the young male audience. *Greatest Fights* follows the Madison Square Garden fights on Friday night and is telecast sometime between 10:00 and 11:15. It appears in 32 cities from New York to Los Angeles and is sponsored by Vaseline Cream Hair Tonic. This one show is placed through the Cayton Agency. The roller derby was sponsored through the winter season 1949-50 by Chesebrough on Thursday nights from 10-10:30 p.m. and telecast in ten cities, and advertises the regular hair tonic, through McCann-Erickson.

The history of Chesebrough dates back into the 19th century and is another chapter in the saga of American business history. It's the story of business acumen that has brought the company to its present-day position of success and prestige.

The Chesebrough Mfg. Co., was among the pioneer manufacturers of oil products, making and marketing kerosene oil and sundry lubricating oils. Robert A. Chesebrough, one of the firm, devoted much time to experimenting in his company's laboratories, and in 1870 he produced the first petroleum jelly. He coined the word Vaseline and adopted it as a trade mark or brand for his petroleum jelly.

The product received the ready endorsement of the medical profession, who prescribed it as a curative and soothing agent in itself, and as a base for salves and ointments. Up to this time compoundings had been made with a base of animal or vegetable matter which often times decomposed or became rancid.

INTRODUCTORY roller derby gimmick has paper-covered hoop with lettering "roller derby" ripped asunder as girl skater comes through.

* * *

Foresight of Chesebrough Prompted Circulation Drive

But Mr. Chesebrough saw further than the endorsement of doctors for his product. He saw its value to every man, woman and child. He saw, too, the increased sales that would come from a recognition by the general public.

In those days transportation facilities were so primitive that in order to promote distribution, Mr. Chesebrough sent men out in one-horse express wagons with instructions to present every woman they met with a bottle of Vaseline Petroleum Jelly wrapped in a descriptive folder. Also they were to sample small homes. Each wagon went across the country, being refilled at certain cities. On the strength of this localized work, dealers in the stores, were stocked.

Mr. Chesebrough then entered into a contract with Samuel A. Colgate, giving the Colgate company the sole right of sale in the United States. This arrangement still holds today.

There probably are few other household products that enjoy so wide a distribution and such ready acceptance as Vaseline Petroleum Jelly. It is estimated that Vaseline Petroleum Jelly is found today in close to 90% of all homes in America.

Duty-Free Discs

SOUND recordings and other media will be able to be imported without duty by public or private organizations in any country under a new worldwide agreement sponsored by UNECSO (United National Scientific, Educational and Cultural Organization) and slated to become effective shortly. Radio broadcasting organizations would be able to take advantage of the duty-free imports. The agreement becomes effective upon ratification by 10 countries. Only qualification is that public or private organizations be approved by the importing country.

'LORAIN JOURNAL' GUILTY

Anti-Trust Suit Upheld

IN A RULING that may have widespread repercussions, a U. S. district court held last week that a newspaper which refused to carry the advertisements of local radio sponsors violated the anti-trust law.

The decision was handed down Tuesday in Cleveland in the government's anti-trust suit against the *Lorain* (Ohio) *Journal*, the first Sherman Act case involving a newspaper's practices in competition with a radio station—WEOL Elyria, Ohio [BROADCASTING, Sept. 6 and Oct. 17, 1949; March 20].

In his decision Judge Emerich B. Freed rejected the newspaper's "free press" arguments and said:

"The *Journal* admittedly has a right to select its advertisers for good reason or without reason, but it has no right in pursuit of a monopoly to require them not to deal with a competitor."

Journal President Isadore Horvitz said the decision would be appealed to the U. S. Supreme Court.

"The *Lorain Journal* and its officers are still of the opinion that the question of what appears in a newspaper's columns still is one to be decided by the publishers—that a newspaper may accept or reject material as it sees fit, regardless of whether the material is advertising or news matter," he asserted. "We will continue to defend this constitutional issue."

The court dismissed charges of "conspiracy" to monopolize, holding that this question was one "of mere academic interest" since the relief to be granted for "attempt" to monopolize "should terminate all the abuses in which the defendants indulged."

Relations With WEOL

Judge Freed's decision was based on the *Journal's* competitive practices with respect to WEOL. The Justice Dept. had challenged the newspaper's practices with respect to the *Lorain Sunday News* and the nearby *Elyria* (Ohio) *Chronicle-Telegram*, but Judge Freed said evidence supporting these charges was "too inconclusive."

His decision pointed out that the *Journal* is Lorain's only daily newspaper and that its "first serious competitive cloud" appeared in late 1948 with the opening of WEOL-AM-FM. The paper was accused of initiating "a plan designed and intended to eliminate this threat by the device of refusing to publish advertisements for local merchants who used the radio stations."

Judge Freed asserted:

This charge has been clearly established. The record reveals a story of bold, relentless, and predatory commercial behavior. The *Journal*, its officers and employes, informed merchants who proposed to advertise over the radio stations that if they did so, their terminable advertising contracts with the *Journal* would be brought to an end and would not be renewed.

The *Journal* monitored the programs of WEOL to learn who was using the advertising facilities of the radio station and those who did advertise over the radio had their contracts terminated, and were permitted to renew them only after they ceased to use WEOL. Numerous Lorain County merchants testified that, as a result of the *Journal's* policy, they either ceased or abandoned their plans to advertise over WEOL.

The *Journal* refused to carry the program logs of WEOL as paid advertisements although it prints the logs of some Cleveland stations in its news columns, and it even refused to publish an advertisement seeking employes to staff the radio station.

'No Excuse Offered'

Judge Freed held that "no excuse" was offered in many instances and that in others *Journal* officials explained it was their policy to require advertisers to give radio "a 'fair'—that is an exclusive—trial," or that the policy was designed to "protect" Lorain merchants by preserving the integrity of the Lorain market.

The decision noted that these "same rationalizations" were advanced during the trial but that "this court, like the Lorain merchants to whom they were first presented, is not convinced."

He said the *Journal* and its officers "do not in effect deny that they have attempted to monopolize, but they seek to avoid the ban of the Sherman Act on the ground that only a local monopoly and not a monopoly of interstate commerce was sought." He held, however:

The means employed by the defendants to achieve their purpose has not in that sense restrained interstate commerce [that is, by "restricting the freedom of a local buyer to purchase in the interstate market or the freedom of the interstate seller to sell in the local market"] but the ultimate end here is the destruction of the radio station in all its aspects.

Having the plan and desire to injure the radio station, no more effective and more direct device to impede the operations and to restrain the commerce of WEOL could be found by the *Journal* than to cut off its bloodstream of existence—the advertising revenues which control its life or demise. And in this court's judgment WEOL is engaged in [inter]state commerce and therefore entitled to the protection of the Sherman Act.

It is doubtful whether there exists a purely "intra-state" radio station. . . .

Possible Local Aspect

Judge Freed conceded that a station whose programs originate solely within one state and whose transmissions never cross that state's borders might "perhaps" be considered as a "purely local business" within the meaning of the Sherman Act. Even so, he said WEOL was shown to have some out-of-Ohio originations and to be capable of being heard in Michigan.

He continued:

. . . the defendants ignore the fact that the radio station may be completely driven out of existence by depriving it of advertising revenue. A radio station, unlike a newspaper, does not sell the news and entertainment it provides. Advertising revenues support the service provided to the listening public. It is not necessarily true that local merchants are indifferent to whether their advertising messages reach listeners or

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KJBS TEST SURVEY

Expanded Study Favored

THE special test survey committee formed by Stanley G. Breyer, commercial manager, KJBS San Francisco, to find out why Hooper and Pulse ratings differed in that city unanimously proposed last week that an expanded study of all kinds of local audience-size measurements be undertaken.

In an official statement issued after a meeting last Thursday in New York the committee said that it had "agreed that instead of setting up any one service, method, area or time as a standard, the scope of the test operation should be broadened to include an appraisal of all methods of producing local audience-size measurements."

Interpretations Mulled

It was learned that committee members, upon giving thoughtful consideration to Mr. Breyer's original proposals, had decided that if it undertook a comparison of Hooper and Pulse ratings in San Francisco, its conclusions would be inevitably interpreted as applicable to other markets.

The committee members felt that this would be an undesirable consequence inasmuch as its study, as originally conceived, would be confined to only the two rating services and only to the San Francisco area. And it decided, because of that, that any study it undertook should encompass the general area of local audience-size measurements, by all methods.

The action of the committee relieved C. E. Hooper, president of C. E. Hooper Inc., and Dr. Sydney Roslow, owner of the Pulse Inc., of their agreement to finance the test study in San Francisco and of future financial commitment to any study the committee undertakes.

Both Mr. Hooper and Dr. Roslow, originally appointed by Mr. Breyer as members of the special test survey committee, were asked by the committee to accept the status as observers now that the committee had decided to expand its study.

At the same time, the committee adopted a resolution thanking Mr. Breyer for his work. The resolution read:

"Resolved: That Mr. Breyer of station KJBS has made an important contribution by crystallizing industry opinion concerning the need for an evaluation of radio audience measurements."

The committee now plans to outline specifications for a proper test of local audience-size measurement services, an intricate job that is expected to take considerable time.

With Mr. Hooper and Dr. Roslow relieved of financial responsibility, the committee is now without funds for any study. Its members will act on a voluntary basis during the planning stage, and they hope that if they are successful in agreeing on specifications for a future study of the kind proposed, adequate financing may be forthcoming from the industry.

As stated in the official report of the committee meeting last Thursday, the committee "proposes that a study be made of local audience-size measurements as yielded by the telephone coincidental, the diary, the roster-recall, the house-to-house coincidental, the continuous mechanical or electronic methods and others currently in use."

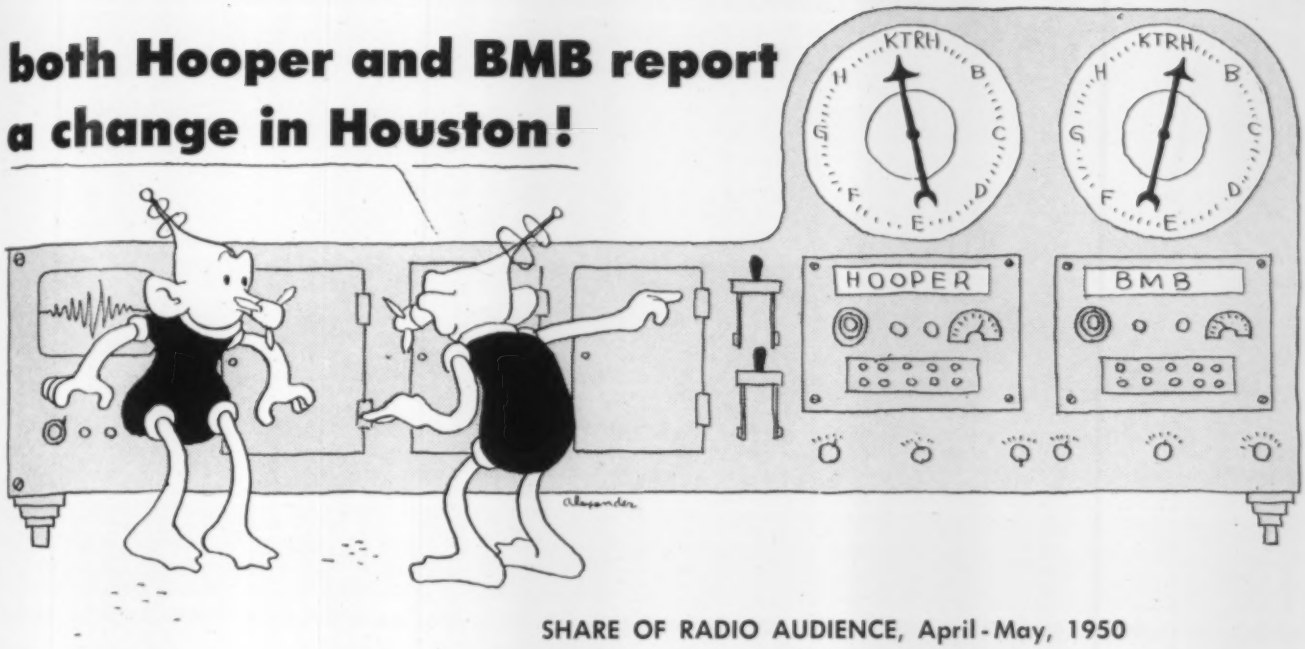
The committee said it would ask organizations now working in these fields to contribute information on their operations for its guidance in planning an outline of the test.

Because of its expanded plans the committee agreed to invite two additional representatives of broadcasting to become members, although the identities of those to be asked were not settled.

Number Present

Present at last Thursday's meeting in New York were: Fred Manchee, executive vice president BBDO; A. Wells Wilbor, director of marketing research, General Mills; Lewis H. Avery, president of Avery-Knodel, station representative and also president of the National Assn. of Radio Station Representatives; Lawrence Deckinger, director of research, The Biow Co.; Matthew W. Chappell, chairman, department of psychology, Hofstra College; Mr. Hooper, Dr. Roslow, and Kenneth H. Baker, director of research, NAB, and chairman of the committee.

both Hooper and BMB report a change in Houston!



according to C. E. Hooper Inc.

SHARE OF RADIO AUDIENCE, April-May, 1950

TIME	SETS IN USE	KTRH	B	C	D	E	F	G	H	OTHER AM & FM	HOMES CALLED
Mon. thru. Fri. 8:00 A.M. - 12:00 Noon	15.1	**22.3**	8.3	4.3	2.2	19.4	18.3	5.0	16.2	4.0	2,525
Sun.-Sat. Eve. 6:00 P.M. - 10:30 P.M.	24.1	**27.1**	10.6		3.5	10.4	21.0	10.4	14.5	2.5	7,769

SHARE OF RADIO AUDIENCE, May-June, 1950

TIME	SETS IN USE	KTRH	B	C	D	E	F	G	H	OTHER AM & FM	HOMES CALLED
Mon. thru. Fri. 8:00 A.M. - 12:00 Noon	15.1	**21.5**	10.4	6.3	2.2	13.0	17.4	8.1	17.0	4.1	2,508
Sun.-Sat. Eve. 6:00 P.M. - 10:30 P.M.	21.1	**23.1**	16.4		4.6	10.4	18.4	10.7	13.9	2.4	7,740

according to Broadcast Measurement Bureau Inc.

KTRH showed an 11.2% increase in 1949 BMB over Study No. 1 making KTRH the leading station in Houston with 341,940 total BMB families. KTRH BMB coverage includes 71 Texas counties and Western Louisiana parishes (network station B has 23, network station C has 57.)

Population-wise, today KTRH serves 2,629,600* people as compared to a coverage population of 2,283,700* in 1943. This increase of 345,900 potential listeners comes to you at NO INCREASE IN RATES.

KTRH
HOUSTON

50,000 watts • CBS • 740 KC
Represented Nationally by John Blair & Co.

**Sales Management Survey of Buying Power, 1943 & 1950*

RICHARDS' SIDE NEXT

FCC Ends Its Case

ELEVEN WEEKS after it started, FCC last Wednesday rested its case in the Los Angeles phase of its hearing on the news policies of G. A. (Dick) Richards, chief owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit.

Presentation of the case for Mr. Richards is slated to commence tomorrow (Sept. 5) when the hearing resumes after the Labor Day weekend. Mayor Fletcher Bowron of Los Angeles is expected to be the first witness called on behalf of the station owner.

Winding up the Commission staff's presentation, General Counsel Benedict P. Cottone hinted he may take further steps to get Mr. Richards on the witness stand, although Examiner James D. Cunningham refused to enforce a subpena after hearing medical experts report that the strain of testifying would jeopardize Mr. Richards' life [BROADCASTING, Aug. 28].

"We have taken the position that Mr. Richards is part of our direct case and we reserve the right to pursue certain other steps to secure his testimony," Mr. Cottone said. He did not elaborate.

The FCC staff plans to call Joseph H. Ream, CBS executive vice president, and Leo Fitzpatrick, board chairman of WGR Buffalo, who have been subpenaed [BROADCASTING, Aug. 14], for testimony in Detroit when the hearing moves there upon completion of the Los Angeles phase. John Baird, KMPC program supervisor, may be called during the Los Angeles phase if counsel for the Richards stations fail to put him on the stand.

Mr. Fitzpatrick

Mr. Ream

* * *

In the meantime, KMPC Vice President and General Manager Robert O. Reynolds, recalled by FCC, denied that any KMPC newscaster—including former Public Affairs Director Clete Roberts, who is regarded as one of the principal FCC witnesses—ever approached him with complaints that Mr. Richards had ordered news slanted. He branded affidavits filed by former KMPC newscasters as "generally false," and said he first heard about the charges when they were made public in March 1948.

When Mr. Cottone cited the petition in which Mr. Richards conceded that portions of the complaints against him were true, Mr. Reynolds said it was his understanding from the station owner that he did this "against his will on advice of counsel."

Statements Held Wrong

"I take it" Mr. Cottone said "that it would be your testimony that Mr. Richards would be wrong in his statement that there had been such errors in the past."

"Yes," the executive answered, "to the extent of explanation contained in this petition."

Mr. Reynolds said he could not recall that Mr. Richards ever gave what could be construed as "instructions" about news handling. He said editorials which were read on KMPC were labeled as such, and that KMPC employes were told always to obey FCC rules and regulations.

He referred to the E. Z. Dimitman analysis of KMPC newscasts and to letters from various advertising agencies as indicating KMPC newscasts were fair and impartial, and said conversations with other newsmen substantiated his belief. He listed several newsmen whom he did not regard as members of the "clique" which filed affidavits with FCC.

Mr. Reynolds denied that the station owner at any time instructed newsmen to give David Lilienthal, former Atomic Energy Commission chairman, unfavorable news treatment. He said Mr. Lilienthal was mentioned 12 times in scripts which have been studied and that none of these was unfavorable.

Under further FCC questioning Mr. Reynolds said he subscribed to the contents of the 24-page "Penalty for Patriotism" brochure published and distributed by the Richards stations in connection with the current hearing. The brochure in part attacks FCC's handling of the case and questions the credibility of FCC witnesses in the original hearing, which was terminated by the death of the then-examiner.

Role of Prosecutor

He said he concluded that "the Commission had assumed the role of prosecutor," based on what counsel for Mr. Richards had said and on FCC's failure "either to recognize, circulate or publicize good things KMPC stands for."

Frank E. Mullen, board chairman of Jerry Fairbanks Inc. and former president of the Richards

(Continued on page 32)

5000 WATTS

KELO

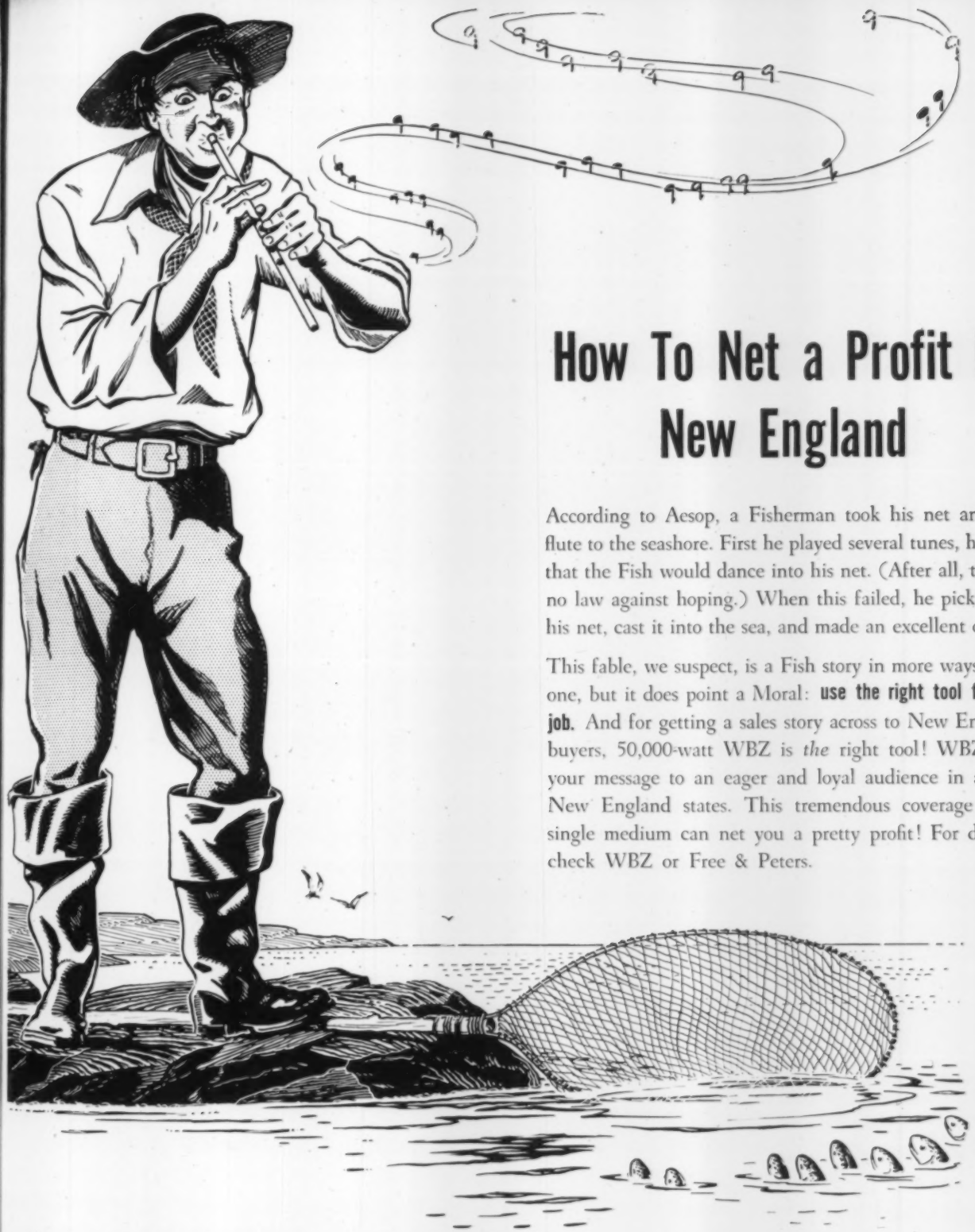
NBC

MIDCONTINENT BROADCASTING CO., INC.
SIOUX FALLS, SOUTH DAKOTA

THE ONE AND ONLY STATION THAT CAN DEPENDABLY DELIVER METROPOLITAN SIOUX FALLS—AND—THE ENTIRE SIOUX FALLS TRADE AREA!

UNEQUALLED IN THE NATION'S GREATEST FARM MARKET

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.



How To Net a Profit in New England

According to Aesop, a Fisherman took his net and his flute to the seashore. First he played several tunes, hoping that the Fish would dance into his net. (After all, there's no law against hoping.) When this failed, he picked up his net, cast it into the sea, and made an excellent catch!

This fable, we suspect, is a Fish story in more ways than one, but it does point a Moral: **use the right tool for the job.** And for getting a sales story across to New England buyers, 50,000-watt WBZ is *the* right tool! WBZ gets your message to an eager and loyal audience in all six New England states. This tremendous coverage by a single medium can net you a pretty profit! For details, check WBZ or Free & Peters.

WBZ

BOSTON

50,000 WATTS

NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

KDKA • WOWO • KEX • KYW • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

NARBA SESSIONS

Re-Open Wednesday In Washington

A NEW EFFORT to negotiate a new North American Regional Broadcasting Agreement which will assure ether peace among North American AM broadcasters gets under way in Washington Wednesday (Sept. 6) with resumption of the NARBA Treaty Conference.

The opening plenary conference, slated for 3 p.m. Wednesday, will be highlighted by an address of welcome by Edward G. Miller Jr., assistant secretary of state for inter-American affairs. It will be preceded by a meeting of the heads of delegations from the seven participating nations Wednesday morning to settle on procedural plans for the conference.

Although authorities would hazard no prediction on the amount of time the conference will consume, some observers expressed the view that agreement on a new treaty should be reached within six or eight weeks if the sessions are to be fruitful at all. The last NARBA expired March 29, 1949.

The first sessions to negotiate a new treaty, held at Montreal last fall and winter, ended in stalemate due primarily to inability of the U.S. and Cuba to resolve mutual allocations differences. The conference was recessed to permit the two nations to seek a satisfactory solution in bilateral discussions, but these, too, proved unsuccessful although agreement at one point had seemed certain.

In the forthcoming sessions, Mexico will participate actively for the first time. She had observers on hand for much of the Montreal conference but took no active role in the negotiations, explaining that her communications experts were on assignment to other international conferences at that time.

Miguel Pereyra, Mexican director of telecommunications, has conferred informally with FCC and State Dept. authorities in Washington within the past fortnight, and U.S. officials are hopeful that he personally will participate in at least a portion of the forthcoming conference [BROADCASTING, Aug. 14].

Other nations slated to be represented, in addition to the U.S. and Cuba, are Canada, Jamaica, Haiti, and the Dominican Republic.

Edwards May Chairman

The chairmanship of the conference will be decided when the sessions get under way. It appeared likely that Comdr. C. P. Edwards, Canadian deputy minister of transport, who was named chairman of the session at Montreal, would continue as presiding officer.

The U.S. delegation is headed by FCC Comr. Rosel H. Hyde, with Capt. John Cross, assistant chief of the State Dept.'s Telecommunications Policy Staff, as vice chairman.

Membership of the U.S. delegation is slated for announcement Tuesday. The conference will be held in the State Dept. Conference Room at 1778 Pennsylvania Ave. NW, Washington.

Richards' Side

(Continued from page 30)

stations, testified during a brief appearance on the stand that when he assumed the presidency of the stations in July 1948 he did not regard the complaint against Mr. Richards as being "of any great moment."

He said that when he became president he was in complete charge of operations and found the KMPC news department operating efficiently. So far as he knew Mr. Richards had no direct dealings with the station's newsmen, he asserted. He estimated that 95% of the news carried by KMPC at that time came from wire services.

Mr. Mullen said his reasons for leaving the Richards stations after one year "had nothing to do with this investigation" but were based on "business difference relating to my contract."

Most of Wednesday's session was devoted to testimony by Oren Mattison, KMPC auditor, on bookkeeping relating to political broadcasts.

From 1944 records he testified that on one account, identified as Republican Committee-Gov. Bricker, a total charge of $292.80 was shown for 12 broadcasts, with $61.20 shown as paid. The remaining $231.20, he said, was charged to "reserve for bad debts for doubtful political accounts."

Another account listed as Democrats for Dewey showed $771.80 charged for 18 broadcasts, with $340 paid and $431.80 charged off to the reserve for bad debts, Mr. Mattison said.

Bad Debt Entries

It was noted that these two entries took up all but $10 of the special bad debt reserve. Mr. Cotton asked Defense Attorney Hugh Fulton to find out what effort was made to collect these accounts before they were written off.

Mr. Mattison said that during his tenure at KMPC the management had set up a general reserve for bad debts based on monthly gross sales without special reference to political or other accounts. He explained that although he has been auditor of the station since 1941 he was in military service from October 1943 to October 1945 and therefore had no personal knowledge of the records for the 1944 election year.

Examiner Cunningham meanwhile scheduled a conference with counsel for Sept. 19 to discuss procedure for taking testimony relating to the application in which Mr. Richards proposes to turn control of his stations over to a trusteeship. The transfer application and the renewal bids of the three stations are all at stake in the hearing on his news policies.

For the Greatest Radio Audience . .
WE'RE THE TOPS !
WERE 27.7
STATION 2 24.5
STATION 3 14.8
STATION 4 10.0
STATION 5 8.4
STATION 6 6.0
6.0
2.3
WERE
Your advertising dollar goes farther on WERE! Radio station WERE is TOPS IN CLEVELAND with a 27.7 share of audience . . . any other Cleveland station costs you from 34% to 174% MORE to reach this market! The facts speak for themselves: WE'RE Cleveland's Best Radio Buy!
WERE Cleveland
1300 ON YOUR DIAL

Not ONE...

But TWO Organizations

Say **WGN** reaches more homes
than any other Chicago station!

First, BMB showed **WGN** reached more homes than any other Chicago Station.

Now, the latest A. C. Nielsen Co. report also shows **WGN** reaches more homes:

	Homes*
WGN	4,004,250
Station B	3,838,000
Station C	3,524,000
Station D	3,524,000

*Nielsen Radio Index Annual Report (February-March, 1950)

More people listen to WGN than to any other Chicago station

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

'AMERICA CHALLENGED' VFW Hears Sarnoff

MARSHALLING of the nation's "best brains . . . regardless of political affiliations" is needed to mold a spirit of national unity at home and to bolster our truth campaign abroad.

This was the dramatic keynote struck by Brig. Gen. David Sarnoff, chairman of the board, RCA, in an address titled "America Is Challenged" before the Veterans of Foreign Wars Aug. 28 at its Chicago encampment. Gen. Sarnoff's speech, summarizing America's role as the leader in international affairs, was broadcast over the NBC network.

The United States' greatest strength lies in the truth it expounds, Gen. Sarnoff said. "The Communists smother the truth with their falsehoods. Through radio and television, the motion picture and the printed word, we have a great opportunity to reveal the truth to the rest of the world. We must expose [their] lies and spike [their] false propaganda. . . ."

In order to achieve this goal, Gen. Sarnoff called for immediate action along these lines:

● Combat communist propaganda which exploits hunger and misery, by (1) exposing and denouncing "the dictators and masters of these betrayed people," (2) bring to the people under the heel of communism "a clear message of hope," and (3) help the victims to "unshackle their chains of slavery and achieve their own liberation."

● Strengthen and close up the link between "the brains of America and the brawn of America." Gen. Sarnoff reminded that "effective propaganda is inseparable from effective national policy. The Voice of America can state but it cannot create the policies of America. The mind must guide the tongue. If our national policies are hesitant and confused, they can only convey a sense of weakness and uncertainty. Any lifeline that is offered must be made of stronger stuff."

A heartening fact "in this moment of peril," Gen. Sarnoff said, is the heights reached in our economy "undreamed of even in the peak of production during World War II." Industrial supremacy is being maintained with a current output of goods and services at the rate of $270 billion a year—an all-time record, he said.

"The electronics industry is an outstanding example of the part research plays in our national security," Gen. Sarnoff said, pointing to 30 years' pioneering in this field by scientists. Evidence is the existence today of more than 90% of U. S. homes equipped with one or more radio sets and the establishment of radio as one of the nation's major industries, he declared.

Electronic contributions great enhancing the industrial machine for war and peace were outlined by Gen. Sarnoff. He pointed to the electronic tube as adding speed and efficiency, providing communications necessary for strategy and tactics in modern warfare, radar, which he rated "second only to the atom bomb as the greatest scientific development during World War II," as the strongest evidence of the value of a marriage peacetime industry to a nation at war.

Expansion 'Phenomenal'

Expansion of radio and electronic activities during and since the war has been phenomenal, he said. Number of manufacturers rose from 425 in 1940 to 1,200 today. Value of peacetime products was a half billion in 1939, now the rate is two and one half billion dollars, an increase in production of 500%, he pointed out.

Gen. Sarnoff underscored television's growth—about 10 million TV receivers in as many American homes by the end of this year, a potential daily audience of between 35 and 40 million persons mostly living in large population centers. This development marks television as a "powerful nucleus for concerted action in time of emergency because of its capability of disseminating information, instruction and training, he noted.

Potential for television as an international medium of propaganda is unlimited, Gen. Sarnoff told the audience of veterans. Let TV encircled the globe the wh

(Continued on page 65)

WONS

HARTFORD

5000 WATTS YANKEE-MUTUAL

announces the appointment

of

H-R REPRESENTATIVES, INC.

New York Chicago San Francisco

as

National Advertising Representative

Effective September 1, 1950

NEED FOR SETS

Johnson Looks at 'Voice

SEN. ED C. JOHNSON (D-Col. Senate Commerce Committee chairman, said last week he has little "confidence" in the present "efficacy" of the Voice of America because of few "adequate" radio receivers in Russia and Iron Curtain countries.

His comments came in connection with the Senator's insertion of Brig. Gen. David Sarnoff's address delivered before the VFW in Chicago in the Aug. 29 issue of the *Congressional Record*. Sen. Johnson said the Sarnoff speech dealt specifically "with the need for more effective selling of our country to the people of the world."

Pointing out some disagreement with certain of Gen. Sarnoff's recommendations, including that of immediate action on UMT, Sen. Johnson opined that the U. S. "might do a terrific job of selling America" if "sets of the right kind" were available in communist-dominated countries.

RADIO STATION FOR SALE

in

LOS ANGELES COUNTY

Clear Channel—High Wattage
Yield 25% on
Purchase Price

Located in Los Angeles County this independent has exceptional growth possibilities, thereby further increasing gross, net and valuation.

Built and owned by a radio pioneer who due to illness wishes to retire.

Price $340,000. Terms $140,000 in escrow. Balance on FCC approval. Brokers recognized, but no exclusive.

BOX 236G, BROADCASTING

WHO IS THS

. . . She has won the respect and affection of probably more people than any person in show business.

. . . She has received the most imposing array of awards, citations and honors of any woman in entertainment.

. . . She has been called "America's greatest salesman."

. . . She was chosen, from among scores of stars, for the leading part in a great new venture— NBC daytime television.

Day

On S
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Kate
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produ
cost.

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XUM

S WOMAN ?

Daytime television goes bigtime . . .

On September 25, "The Kate Smith Show" opens on NBC Television, Mondays through Fridays, 4 to 5 p.m. eastern time.

Kate Smith, of course, will sing. She will introduce variety acts – interview interesting people – present the latest fashion news – devote a spot now and then to home economics – talk with colorful people – offer a weekly dramatic highlight. Producer Ted Collins will handle the news, and a full orchestra will provide a musical background.

Kate Smith will do more than merely entertain. She will help sell her sponsors' products. Her matter-of-fact sincerity will roll up big sales in a short time at a low cost. Her merchandising possibilities are endless.

If you have a product on the way up, here's a short cut to the top. If your product is already first in its field, here's just the thing to push it even higher. Whatever you sell, Kate Smith will bring you a record-breaking audience heavily loaded with your best prospects – the women of America – who will buy what you sell because it's on "The Kate Smith Show."

The Kate Smith Show is available for sponsorship in segments of 15 minutes or 30 minutes once a week or more. We have a presentation giving more facts – with figures to back them up – on this big daytime buy. Naturally, we want you to see it.

NBC *daytime television*

editorial

Free Speech Hairline

MANY implications can be drawn from the decision last week of Federal Judge Freed in Cleveland, holding that the *Lorain Journal* had violated the anti-trust laws by seeking to "destroy" WEOL Elyria-Lorain, Ohio, through "bold, relentless and predatory commercial behavior."

It marks the first time the government has invoked the anti-trust statutes in a case involving radio competition. Chances are there will be others.

The newspaper hauled out the First Amendment, guaranteeing freedom of expression. The court, however, brushed it aside as inapplicable. It held, in effect, that the privilege of press freedom had been abused by introduction of unfair trade practices. The newspaper had refused to accept the business of local advertisers which used WEOL. The same charge had been made as to two competitive newspapers. It is significant that these complaints were dismissed on inconclusive evidence.

The FCC had denied AM and FM stations to the *Journal* owners on grounds of alleged monopolistic practices. The U. S. Court of Appeals upheld the FCC. It was then the Department of Justice moved, not on the basis of the Communications Act, but the anti-trust laws. That was the appropriate procedure.

Some broadcasters may see in this decision bases for complaint against newspapers which refuse to publish program logs. Complaints have been filed with the FCC on this issue.

We have deprecated newspaper refusal to publish logs. Radio and TV are newsworthy. Newspapers have an obligation to serve their readers. We have premised our argument on the acknowledged finding that logs are among the best-read features. We have argued that newspapers publish box-scores of the commercialized baseball industry and blow-by-blow accounts of the prize-fight industry because their readers demand them.

Never have we argued that it is illegal for newspapers to refuse publication of anything. By the same token, it is the prerogative of the station to program as it pleases within the limits of the statutes governing obscene, profane or indecent utterances and lottery laws.

Freedom of the press is in no wise compromised by the Freed decision. If we thought it was, we would sound off, because we recognize that radio, press and all of the media are in the same constitutional boat.

We have no idea what approach the eager-beaver lawyers of the FCC will take in the light of the *Lorain* decision. They would do well to leave the anti-trust procedures to the Department of Justice and the courts.

Broadcasters should not run to the FCC, Freed decision in hand, complaining that competitive newspapers do not publish their logs, or choose to describe Jack Benny as a "studio program." That is exasperating, and unfair to the subscribers, too. But it invites intervention of a government agency in a sphere that is outside its domain.

To maintain a free press and a free radio we must maintain our constitutional privileges. We must resist any encroachment of administrative agencies who thirst for the opportunity to "protect" us at the price of our basic rights.

Let's issue no engraved invitations.

Radio's Responsibility

EVENTS preceding and following last week's sudden expulsion of Jean Muir from the cast of *The Aldrich Family* constitute an undeniable mandate to broadcasters to deal with the question of communism.

A review of these events includes:

1. Publication two months ago of "Red Channels," a list of actors, directors, writers and producers alleged to have communist leanings.

2. Publication of an American Legion pamphlet advising members to protest the appearance on radio or television of anyone suspected of being pro-communist [BROADCASTING, Aug. 14].

3. The last-minute elimination of Miss Muir from "The Aldrich Family" cast by the sponsor, General Foods, in concession to some 35 telephone and written protests, mostly based on the fact she was listed in "Red Channels."

4. The formation by the Joint Committee Against Communism in New York of a special committee to "cleanse" radio and television of "pro-communist actors, writers, producers and directors." [Co-chairman of the special committee is Theodore Kirkpatrick, editor of "Counterattack," an anti-communist news letter which published "Red Channels."]

We do not know whether Miss Muir is a Communist. We do not know whether anyone else whose name appears in "Red Channels" is or is not a Red.

We feel reasonably sure that broadcasters over whose facilities some of those named in "Red Channels" have appeared are no better informed than we are as to the political coloration of these individuals.

It is now clearly the responsibilty of broadcasters to improve their knowledge in this field.

The position taken by NBC in the Muir case was that it was none of the network's business because her contract was with General Foods and the program was a package owned by Young & Rubicam.

We concede that in the circumstances NBC had no other position to take. We believe, however, that NBC and all other broadcasters, networks and stations alike, cannot continue indefinitely to operate under such a policy which would be completely out of character with the record of American broadcasters who have always enthusiastically accepted the responsibility of policing their own air.

In explaining its dropping Miss Muir, General Foods said it did not wish to stimulate controversy that might jeopardize its sales. Radio is not the same kind of enterprise. Radio's responsibility is to the American people and in carrying it out broadcasting must on the one hand protect the people against an enemy philosophy like Communism and, on the other, provide protection of free speech.

What is desperately needed at once is machinery to sort the loyal from the disloyal in radio and television. This machinery must be built by broadcasters unless they wish to abdicate their basic responsibilities.

Patt Answer

ELECTION of John F. Patt, veteran manager of WGAR Cleveland, to the presidency of the G. A. Richards stations will win the approbation of those legions who have known the eldest of the personable five Patt radio brothers these past two decades.

Mr. Patt now will direct the destinies of WJR Detroit and KMPC Los Angeles, as well as WGAR. Despite the tumult and agitation over the operation of the Richards' stations, involving alleged news slanting, we've never heard criticism about the direction of WGAR.

Resignation of Harry Wismer as WJR head really comes as no surprise. For several years he has been under pressure to choose between his managerial activities and his sportcasting. It was obvious he couldn't do both indefinitely. Presumably, he will now devote his energies to the "talent" rather than the executive side.

our respects to:

FREDERICK AUGUST KNORR

NOTHING is too good for the listener, because giving the listener what he wants to hear is the successful key to any radio operation. When an individual radio operator thinks he would like the listener to hear programs based on his own likes and dislikes, he can many times be far afield. In other words, know your listeners and give them what they want to hear.

For the past 13 years that has been part of Fred Knorr's basic radio philosophy which he now practices as president and general manager of WKMH Detroit.

If anyone had told Fred Knorr 13 years ago, when he was an all-night disc jockey on a 250 w Detroit station, that 13 years later he would head up the 1 kw independent, he perhaps would have said, "Let's quit this daydreaming." It was not daydreaming, however, but hard

(Continued on page 68)

Static and Snow

By AWFREY QUINCY

OUR lighting calculator has figured out that if the coming World Series is a "quickie" and ends in four games, the $800,000 fee for television rights will mean that Gillette pays approximately:

$10,000 for every hit
4,000 for every put-out
700 for every pitch

AND $20,000 for every "B" sharp. Maybe there won't be enough left to buy a chisel.

* * * * * *

First radio refuses to lie down and play dead. Now, movie exhibitors everywhere are reporting greatly improved business at a time when the summer lull should have them in the doldrums. Could it be that life just goes on and on, even though it constantly changes, and that in 1970 that man being wheeled into a studio still will be Jack Benny, still complaining about his Maxwell and still quavering his scorn of Fred Allen's comedy?

* * * * * *

Guy Lombardo, appearing in Toronto, gets all-time high in dance orchestral fees—$25,000. Since radio and Lombardo are practically synonymous, maybe radio rates are too low. Or, is that just ANAlogy?

* * * * * *

More revival stuff. Lucky Strike cigarettes,

(Continued on page 54)

KOIN DOMINATES

THE PORTLAND, OREGON FOOD MARKET!

Consult Portland major retail food outlets using radio and they'll tell you they use KOIN predominately because they know KOIN gets best results with its greater share of audience... morning, noon and night.*

For the *top* job of selling in the Portland market, use Portland's *top* station.

'Lorain Journal' Guilty

(Continued from page 28)

Michigan, but, even if that be true, it would not follow that those listeners are indifferent to the programs they hear.

The decision noted that WEOL's income "is predominantly derived from the advertising of local merchants," with 16% of its 1949 gross income obtained from national advertisers.

"While the activities of the defendants may be local in execution," the decision asserted, "the very existence of WEOL is imperiled by this attack upon one of its principal sources of business and income.

"The Sherman Act is the foundation of economic freedom in interstate commerce and to that end it sweeps aside restrictive practices local in setting which substantially affect an interstate business," Judge Freed continued. "This Court is pressed to the conclusion that radio broadcasting in general, and radio station WEOL in particular, is entitled to the protection the Act affords."

In answer to the *Journal's* "freedom of the press" arguments, the jurist asserted that "the court can not conceive that the First Amendment renders it impotent to enjoin the defendants' practices." He said:

The right of a newspaper to reject advertising arises from the fact that a free press is also a private business. The defendants did not exercise this right of rejection because the advertising offered was offensive in substance or even because the prospective advertisers were not the sort of persons with whom they wished to deal.

Their refusal to deal was based solely on a desire to force these advertisers not to continue or to enter into relations with another available mode of communication. This is a vice condemned by the Sherman Act and the evil may be restrained without affecting the operations of the *Journal* as an organ of opinion and without touching upon the legitimate conduct of its business affairs.

Prior restraint on the substance of expression is one thing; injunctive relief against the repetition of the commercial abuse proved here is quite another.

It would be strange indeed to pervert the liberty proclaimed by the First Amendment into a license for the continuation of a dictatorial course of action designed to suppress another and equally important instrumentality of information and expression. The purposes sought to be served by that amendment would not survive many such paradoxes.

Conclusions Filed

Judge Freed instructed that findings of fact and conclusions of law be filed and that the government submit a proposed form of decree to be issued.

The *Journal* is owned by Isadore and Samuel A. Horvitz, who also own the *Mansfield* (Ohio) *Journal*. Both papers have sought radio stations but were denied by FCC on grounds that the owners sought in Mansfield to "suppress competition . . . and to achieve an advertising monopoly" [BROADCASTING, July 19, 1948].

Trial of the anti-trust charges was held in Cleveland last March. The Justice Dept.'s case was argued by Victor Kramer, assisted by Baddia Rashid, Victor Oltman and Norman Seidler.

It's in the cards
187,980 BMB FAMILIES LISTEN TO WBNS
WBNS COVERS THE CENTRAL OHIO MARKET
WBNS gets sales results in central Ohio

Yes, here is buying power that will do a sales job for you when you invest in WBNS time because this station is the favorite in radio with 187,980 central Ohio families . . Results are what you want and results are what you get . . . This has been proved again and again by WBNS advertisers.

WBNS PLUS WELD-FM

ASK JOHN BLAIR.

POWER WBNS 5000 - WELD 53,000 - CBS COLUMBUS, OHIO

SITRICK NAMED

Gets New 'Voice' Post

JOSEPH M. SITRICK, formerly Congressional news editor for the State Dept.'s Office of International Information, has been named deputy to William O. Player Jr., special assistant to Edward W. Barrett, Assistant Secretary of State for Public Affairs. Mr. Barrett is charged with supervision of Voice of America and other information and education activities.

In his new position, Mr. Sitrick will assist Mr. Player on Congressional and public relations. He has been Congressional news editor the past year and prior to that was special events director of Voice of America Washington operations. Previously Mr. Sitrick worked on the editorial staff of BROADCASTING-TELECASTING from February 1947 to September 1948, during which time he covered Congress and the State Dept.

WORLD CONTRACTS

12 New Affiliations Set

WORLD BROADCASTING SYSTEM Inc., New York, last week announced contracts with 12 newly-affiliated stations: WSB Atlanta, Ga.; WCOL Columbus, Ohio; WILM Wilmington, Del.; KBKW Aberdeen, Wash.; WDSU New Orleans, La.; KVAS Astoria, Ore.; WSIX Nashville, Tenn.; WIEL Elizabethtown, Ky.; WCRI Scottsboro, Ala.; KCOW Alliance, Neb.; CFGP Grande Prairie, Alberta; WLDM Detroit, Mich.

World also announced renewal and extension of existing contracts with 50 stations.

FCC AIR CHECKS

Urged by Rep. Br

FCC should check all broad[cast]s which contain subversive mat[ter] Rep. Clarence J. Brown (R-O[hio] told the House last Thursday, the agency is unable to keep [track] on the time sold to subver[sive] groups, he asserted it may be nec[es]sary for Congress to look into [the] matter.

Rep. Brown's address on [the] floor was stimulated by complai[nts] from listeners in the Midwest [and] New England to the effect that [the] Communist Party is buying [time] and putting on radio progra[ms] "that are not in the interest of [the] country." Consequently, the Oh[io] an asked the FCC for a record [of] the amount of time the Commu[nist] Party purchased over radio st[a]tions between June 15 and Au[gust] 15, 1950.

Coy Answers

FCC Chairman Wayne Coy [re]swered that the Commission [did] not have a complete file of all pro[-] gram logs since the only record[s] filed with the FCC are those con[-] nected with applications for re[-] newal of license. These come ever[y] three years.

Chairman Coy also pointed [to] Section 3.181 (3) of the Com[-] munications Act which calls [for] the broadcaster to maintain log[s] showing each sponsored program "has been sponsored, paid for, [or] furnished by the sponsor," and [to] Section 3.190 (d) which requires each licensee keep a record [of] requests for broadcast time on be[-] half of political candidates to[-] gether which charges made and whether the request is granted.

Rep. Brown said, "To the credit of many of the radio stations [in] the U. S. let it be said that they have refused to sell this time to the Communists." Elaborating on this statement, Rep. Brown told BROADCASTING he realized the situation the radio broadcaster is "up against in a time like this." Nevertheless, he said, there must be some kind of check on what time is sold to subversive groups. "There is the problem today of how far we can go in giving freedom of speech."

The FCC, which he said was charged with the regulation of the radio industry, "is in the position of having no way of knowing or checking what is said" in station broadcasts, Rep. Brown asserted.

it's the FIFTH on the FIFTEEN[th]

SEPTEMBER 4, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

a majority of the
greatest sales producing
shows on TV
in New York, are on

WOR-tv

channel 9, in New York

call, write, wire — sales office
1440 Broadway, New York 18

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg.
Washington 4, D. C.

SEPTEMBER 4, 1950

BROADCASTING, Telecasting
$7 annually, 25c weekly

CTI'S NEW SYSTEM

FCC Petitioned on Eve of Decision

ANNOUNCING a new compatible, "dash sequential" system of color television it termed "Uniplex", Color Television Inc. last week:

● Petitioned FCC on the eve of its momentous color decision to reopen the proceeding to receive evidence concerning Uniplex.

● Claimed its development substantially has overcome all ills of the three major systems now competing before the Commission for commercial adoption, including CTI's own line sequential system.

CTI President Arthur S. Matthews told the Commission that only since the closing of the color hearing record on May 26 his firm "through continued research and experimentation has invented a wholly-new method of transmitting and receiving television signals capable of producing television pictures in full color, with accompanying sound," within a 6 mc band. It has not been field tested.

Details Just Completed

He explained certain details of the Uniplex system were completed only on Aug. 26 and CTI "has exercised the utmost diligence and files this petition on the earliest date possible." Three days of further direct testimony would be required for Uniplex, CTI stated.

While conceding that considerable time and effort have been consumed already in the color proceeding, Mr. Matthews said CTI believes the Uniplex system "to be of such paramount importance in the public interest" that it is submitted for FCC's consideration before making final ruling. If approved, Uniplex would save the public "many millions of dollars," CTI claimed.

Meanwhile, although no official comment could be obtained, it was indicated FCC may act upon the petition concurrently with or shortly after the announcement of its color decision.

It was disclosed last week that Mr. Matthews wrote Chairman Wayne Coy Aug. 16 about Uniplex, explaining CTI "has steadfastly maintained that each of the three systems proposed in the recent hearings was beset by serious difficulties. Bearing this in mind, and being completely independent in thought and action, the engineers of Color Television Inc. continued research and development work even after the hearings were closed and all briefs had been filed."

Mr. Matthews wrote that by virtue of this research a solution has been found through Uniplex "which eliminates most, if not all, of the objections inherent in other methods previously proposed" for color TV.

In a reply dated Aug. 18, also disclosed last week, Chairman Coy reminded Mr. Matthews there have been other color television developments outside the record since the conclusion of the extensive hearing, including General Electric Co.'s "frequency interlace" system and RCA's progress report [TELECASTING, July 31, Aug. 7].

"As recognized in your letter," Mr. Coy wrote, "the Commission must decide the color issues upon the basis of the record before it."

"However," the Chairman wrote, "the Commission at all times desires to keep abreast of development in the radio and television field and will be glad to have appropriate members of its staff discuss developments" with CTI officials and engineers. He suggested CTI contact FCC's chief engineer, Curtis B. Plummer, to arrange a "mutually convenient date." None reportedly has been set at this time.

In its petition to reopen the color hearing filed last Tuesday, CTI contended the Uniplex system "is fully compatible with present black and white standards" while "detail is transmitted in all colors, with attainable resolution corresponding with black and white" within the 4-mc video band of a 6-mc TV channel.

Features Cited

"Attainable color fidelity," CTI claimed, "is restricted only by the limitations inherent in any three-color system, and by the characteristics of available phosphors. Color contamination presents no problem."

CTI contended "brightness should be superior to that of other proposed color television systems using the same types of direct view tubes, since the duty cycle of such tubes, as used in the Uniplex system, approaches 100%." No limitation in picture size exists, CTI stated, and viewing angles and distances would correspond to monochrome TV.

Uniplex system camera, according to CTI, "uses only one standard camera type image orthicon upon which only one image containing complete picture information is projected. No registration problems exist."

There is no problem of line structure in the dash sequential system, CTI explained, while no modification of spacing of standard monochrome sync pulses is required and "no color sync signals are added on the 'back porch' of the sync signal." Color sync information is transmitted continuously during video transmission and automatic color phasing is provided, CTI said.

The petition claimed no fringing or color breakup can occur in Uniplex while flicker is of the same order as standard monochrome. Inter-carrier and multipath characteristics were termed equivalent to black and white while the signal-to-noise ratio "is not degraded as

(Continued on page 54)

TV'S GATE EFFECT

NCAA, Networks to Study

SURVEY of college football gate receipts is scheduled this fall to determine impact of television on attendance, with TV networks and National Collegiate Athletic Assn. as joint sponsors.

Preliminary analysis of the TV-football situation is being made by National Opinion Research Corp., U. of Chicago, with cost underwritten by the networks.

Joint Financing

The autumn study of football receipts probably will be financed jointly by NCAA and the networks. Originally representatives of the two groups had planned an extensive study of the whole subject, including fan reaction, but this was dropped when it was felt the probable $30,000 cost might not be justified in view of the results it could yield.

The TV sports problem was discussed at length by the NAB TV Committee at its first meeting, held Thursday-Friday at NAB headquarters in Washington with Robert D. Swezey, WDSU-TV New Orleans and NAB board member, as chairman.

Heading the NCAA's television group is Tom Hamilton, U. of Pittsburgh athletic director. Other members of the committee are Ralph Furey, Columbia U., and Willis O. Hunter, U. of Southern California.

While NCAA, representing nearly 300 major colleges, is genuinely concerned over television it is not antagonistic, according to those familiar with its problems. They take the position that colleges "must learn to work with TV and not die because of it."

At a recent NCAA-industry meeting the whole problem was reviewed at length. Representing networks were Joseph H. McConnell, NBC president, and Hugh M. Beville Jr., NBC research director.

NCAA committeemen made it clear that they want the real facts, disclosed by a survey conducted impartially and without bias.

They have been warned of the danger in drawing hasty conclusions at this stage in television's development. Furthermore they have been told that TV actually builds sports fans, as shown by the Jordan study [BROADCASTING, Aug. 21]. Incidental but important benefits include promotional value of interviews between game periods and frequent announcements and related programs prior to the game itself.

Another phase of the college television situation centers in the proposal by the Western Conference to televise 1951 games in theatres all over the nation. H. O. (Fritz) Crisler, U. of Michigan athletic director, was quoted last week by Associated Press as saying theatre television will be tested this fall, working in conjunction with United Paramount Theatres Inc.

Theatre Estimate

Mr. Crisler is represented as believing theatres could gross as high as $6,000 each per game, foreseeing possible theatre box office returns of $2 million for a single football game.

The NAB TV Committee went into this problem at length. Some members noted that TV stations and theatres are directly competitive in televising sports events.

A new turn in the college football situation developed with disclosure that U. of Penn no longer

(Continued on page 55)

WORLD SERIES

TV Pool Considered

POSSIBILITY of a repetition of last year's pooled telecasts of the World Series was reportedly in the wind last week as Gillette Safety Razor Co., through its agency, Maxon Inc., dickered with television networks.

It was learned authoritatively that the sponsor and its agency had discussed the matter with all four television networks and that one network, whose identity could not be learned, had proposed the telecasts be pooled again.

Almost every interconnected TV station in the country carried the World Series in 1949, including Gillette commercials, without receiving any payment.

It was also learned that another network last week denounced the proposal for a pool operation and urged that Gillette place the series with it exclusively. The identity of this network was not announced, but was believed to be NBC.

At week's end, Maxon reportedly had not completely sounded out the other two television networks as to their feelings on the proposal for a pool operation, although, plainly, the sponsor was hoping to make the same arrangements this year as it made last.

Reaction Awaited

The success of a pool scheduling of the telecasts, it was pointed out, would depend upon widespread station acceptance of such a procedure. Last year, although most TV stations accepted the pool, most did so grudgingly and with the comment they would not participate in such a free ride again.

It was considered doubtful that Gillette would participate in a pool operation that involved payment of card rates to stations, since plainly it could arrange a single network that would give it almost as much coverage.

Under Gillette's basic contract with MBS, all Mutual stockholder stations with TV outlets will carry the telecasts.

Meanwhile, Mutual was proceeding to line up another whopping array of radio stations to carry the Gillette-sponsored games. Every Mutual affiliate will participate as well as stations in Canada, Latin America, and overseas.

At Buffalo tube works, Jackie Coleman, Buffalo's "TV Tube Queen", and Dr. Baker discuss television.

FIRST MEETING of NAB TV Committee was held Thursday-Friday in Washington. Present at time photo was taken (l to r): Victor A. Sholis, WHAS-TV Louisville; George J. Higgins, WISH Indianapolis; William B. Ryan, NAB general manager; Robert D. Swezey, WDSU-TV New Orleans; Charles A. Batson, NAB TV director; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Roger W. Clipp, WFIL-TV Philadelphia.

NAB TV SESSION

Committee Has First Meet

PROTESTS against attempts of organized theatre owners to obtain exclusive rights to telecast college football games were made to the NAB TV Committee, which held its first meeting Thursday-Friday at NAB Washington headquarters.

The whole question of sports telecasting (see story page 42) was reviewed in detail by the committee under chairmanship of Robert D. Swezey, WDSU-TV New Orleans and NAB board member.

Attending the two-day meeting, besides Mr. Swezey, were Roger W. Clipp, WFIL-TV Philadelphia; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Victor A. Sholis, WHAS-TV Louisville; George J. Higgins, WISH Indianapolis; Ted Cott, WNBT (TV) New York; Eugene S. Thomas, WOR-TV New York. Representing NAB were TV Director Charles A. Baston and other members of the headquarters organization.

While the role of TV in the defense picture took considerable time, the committee went into such problems as labor relations, sales promotion, standardization projects including contracts and slide sizes, allocations and the ASCAP rate negotiations.

Proposed writing of a TV code paralleling the Standards of Practice for aural stations was discussed by members.

Representatives of organized theatre interests, who had asked for a hearing, appeared at the Friday session. They included Robert H. O'Brien, secretary-treasurer, United Paramount Theatres; Nathan Halpern, TV Committee chairman of the Theatre Owners of America, and Marcus Cohn, TOA counsel.

While the station and theatre groups are highly competitive in seeking rights to games and presenting them to the public, the discussion was on a friendly basis, according to word from the committee room.

Richard P. Doherty, NAB employe-employer relations director, analyzed TV station operating costs at the Thursday meeting [BROADCASTING, Aug. 21]. Status of labor problems and prospects of settling these issues were reviewed by Mr. Doherty, who also outlined NAB's cost analysis, personnel and other services.

Allocations Status

Neal McNaughton, NAB engineering director, outlined the status of the FCC's allocations hearing. He explained progress made by the NAB Recording & Reproducing Standards Committee in standardizing slides and other program material and related equipment.

The committee is understood to have endorsed work of the all-industry ASCAP per-program negotiating committee and to have approved proposal to raise funds to finance further negotiations.

Ralph W. Hardy, NAB government relations director, and Robert K. Richards, public affairs director, reported on plans for an educational policies commission, relations with federal agencies and Congress, and problems that will arise if the TV freeze is continued indefinitely.

Jack Hardesty, assistant public affairs director, gave an analysis of the sports telecasting situation and NAB's role in working out a solution with professional and scholastic interests.

Vincent Wasilewski, NAB attorney, took part in discussion of the legal phases of sports telecasting and theatre showings. Court decisions and state laws limiting the granting of exclusive rights by schools were cited.

SET OPERATION

Dr. Baker Sees Nine Million

PREDICTION that nine million TV receivers will be in operation in the United States by the end of 1950 was made Aug. 16 by Dr. W. R. G. Baker, vice president of General Electric Co., when the firm's one-millionth picture tube rolled off the Buffalo, N. Y., tube works' production lines.

Speaking at ceremonies marking the Buffalo achievement, Dr. Baker said one out of every 17 persons in the U. S. will have a TV set at that time. He contrasted this with an estimated 50,000 sets in use in the Soviet Union, or one for every 4,228 people.

Dr. Baker pointed out that modern American production methods have reduced the cost of TV receivers to a point where they are lower, in terms of real wages, than were radio receivers during radio's comparable stage of development. He stated that GE's new color system holds "great promise and may do much to bring the advent of successful color television closer."

BOB HOPE PACTS

Paramount, NBC in Deal

UNIQUE "meshing" contracts, designed to reduce television and motion picture competition, are being worked out by Bob Hope with Paramount Pictures Inc. and NBC.

New contracts are designed to schedule first run of Mr. Hope's motion pictures so they will not compete with the comedian's live NBC-TV appearances.

It is expected similar deals will be worked out covering release of earlier Hope pictures, now unavailable on television, when they are released for video use.

Radio and TV programs will be produced by Hope Enterprises including supplying talent. Mr. Hope personally, however, will continue under exclusive contract to NBC for radio and video, with provision made for guest appearances. His Chesterfield contract is for radio only. The TV deal will be worked out later.

WTMJ-TV Tubes

WTMJ-TV Milwaukee has spent $37,237 for tubes from the start of operations in December 1947 up to June 1, 1950, according to L. W. Herzog assistant general manager of radio for The Journal Co., parent organization of the WTMJ stations. Twenty-three orthicon, four iconoscope and six transmitter tubes added up to an average cost of $1.74½ per hour.

AWARD for promotion and sales of Western-Holly "CP" gas ranges goes to Zeke Manners (center), star of WJZ-TV New York and ABC Pacific Coast network shows sponsored by American Gas Assn. and Western Stove Co. Looking on are John F. Brembeck (1), Western Stove adv. mgr.; Charles W. Person, American Gas adv. dir.

PRIOR to his final broadcast of *At the Mayor's Desk* on WPIX (TV) New York Aug. 24, Mayor William O'Dwyer (1) receives certificate of appreciation from Will Baltin, executive secretary-treasurer of the Television Broadcasters' Assn. for his recognition of TV as an instrument of public service.

IN Fort Worth for a brief vacation, "visiting fireman," Paul Whiteman (1), ABC vice president, enjoys a get-together with Bobby Peters (center), WBAP-TV Ft. Worth star, and Harold Hough, WBAP-AM-FM-TV director. Mr. Whiteman visited WBAP studios during his stay.

BRIG. GEN. J. E. Nelson, Minnesota's adjutant-gen., pins "purple heart" on Dick Hance, WSTP-TV Minneapolis film dir., for "newsreel work over and above the call of duty" when he was knocked unconscious by a tank turret lid while filming National Guard maneuvers at Camp Ripley.

APPEARING in public for the first time after a year's stay in New York, Mary Pickford is guest of honor at the Hollywood Advertising Club as Mal Boyd, her TV-radio partner and owner of PRB Inc., package firm, speaks on "The Fall Season: Radio-TV Profile."

ABOUT to depart for a jaunt in this Stanley Steamer is G. Richard Swift, (r), general manager of radio and television, WCBS New York. At the wheel of the ancient but spick and span vehicle is his host, Robert Wallach, president of Associated Research & Development Co.

WJAX-TV CASE

FCC Denial Is Protested

THE CITY of Jacksonville, Fla., protested last week that FCC went against its own precedents in denying the city's first application for an extension of time in which to complete WJAX-TV [TELECASTING, Aug. 7].

While FCC turned down WJAX-TV's first request, it has granted an average of 5.24 extensions to each of 100 currently authorized TV outlets and "only three television stations have commenced a regular program service prior to their being granted at least one extension," the city asserted in a petition for reconsideration of the WJAX-TV denial.

The petition continued:

Furthermore, each and every one of the 100 stations have received one or more extensions from the Commission prior to filing an application for license; four permittees have been granted 10 or more extensions; 12 permittees have been granted five or more extensions . . . prior to their commencing any sort of regular commercial program service.

The city asserted that, "in sharp contrast to its previous record," FCC not only denied WJAX-TV's initial extension request but did so "even after representations by responsible city officials that the station would be on the air within six months after an extension was granted."

Other Cases Cited

The petition, filed by Robert L. Irwin of the Washington law firm of Dow, Lohnes & Albertson, specifically cited FCC's decision granting additional time for WHAS-TV Louisville as one which requires that WJAX-TV be allowed the extension it sought.

It also cited court and FCC decisions to support its claim that additional time should be granted for WJAX-TV because there is no other possibility of Jacksonville securing additional television service "until long after the present freeze on television assignments is lifted."

The city reasserted that "any hesitancy to expend funds already allocated for the construction of a television station was not because of over-caution. It was sound business judgment and the assumption by the permittee of the degree of financial responsibility which the Communications Act imposed on it."

Financial questions which arose, the city said, related to operating costs and not to construction of the station. The amount of revenue certificates was increased from $300,000 to $500,000—but this could not be done, the petition emphasized, until the Legislature convened and passed an appropriate bill.

In the meantime, FCC was told, "the City . . . deemed it advisable not to proceed with the construction . . . until it was assured of revenue certificates in an amount to insure the construction and operation of its proposed station with a television service that would benefit the people in the service area."

In the decision denying the city's extension bid, Comrs. Paul A. Walker and George E. Sterling dissented, holding that additional time should be allowed.

RTMA NAMES

Three Study Groups

THREE committees handling market research, industrial relations and membership were named last week by Robert C. Sprague, president of Radio-Television Mfrs. Assn.

Chairman of the Industrial Relations Committee is John W. Craig, Avco Crosley Division, with Leslie E. Woods, Raytheon Mfg. Co., as vice chairman. The committee arranges annual labor seminars and studies labor relations developments affecting the industry.

W. H. Rinkenbach, Capehart-Farnsworth Corp., was named chairman of the Market Research Committee. J. J. Kahn, Standard Transformer Corp., heads the Membership Committee.

RTMA last week asked the Dept. of State to seek a reduction in Cuban tariffs on TV receiving equipment. The subject will come up at an international conference to be held in England.

RTMA has asked the Dept. of Commerce to take steps to prevent registration of the trade mark "TV" in Brazil, contending the letters are widely used in this country and American manufacturers would be embarrassed were the generic and descriptive term registered.

WWJ STATIONS

NABET Pact Ratified

NABET members employed at WWJ-AM-FM-TV Detroit last Thursday ratified wage increases and work conditions following a strike that had thrown the stations off the air temporarily [BROADCASTING, Aug. 28].

The scale becomes the highest in Detroit, bringing $1.50 increases plus another $1.50 next February and adding up to a total of $5.80 as a result of escalator provisions.

Immediate adoption of a five-year escalator clause is provided. Radio and TV technicians receive salaries varying from a starting pay of $83.50 a week to a top of $120. The contract runs until Jan. 31, 1952.

NABET technicians had thrown WWJ off the air Aug. 19 while the station was celebrating its 30th anniversary, pulling the switches in the middle of an announcement. WWJ management said there was nothing in the final agreement that could not have been arrived at without interrupting operations and work. Negotiations had been going on since last February, with NABET taking two separate 60-day recess periods.

This could be a story plucked from Aesop's Fables. But it isn't. From the beginning of time the Creator has been experimenting with color vision. He has field tested billions of experimental models, and He has not yet set any standards. With that in mind let's not be overly critical of the FCC, says Robert A. Fox in the accompanying article. A self-educated expert in optics, Mr. Fox has a distinguished background as engineer and scientist. A native of Columbus, Ohio, he attended Ashland College and studied for his electrical engineering degree at U. of Illinois. He entered radio in 1925 as owner-operator of WLBP Ashland. From 1942 to 1945 he served with the scientific and engineering staffs of the U. S. Office of Scientific Research and Development in South America and in the European and Pacific war theatres. This year he became chief engineer of WGAR Cleveland, having joined the station in 1941. Mr. Fox also has served in engineering capacities with several Ohio telephone companies and on the engineering staff of WHK another station in the Forest City.

THE EYES HAVE IT

Or Do They?

By ROBERT A. FOX
CHIEF ENGINEER
WGAR CLEVELAND

FROM the comments regarding the current FCC color TV decision in BROADCASTING and other reports and publications, it occurs to me that few realize the difficult position of the FCC in making such a decision.

Last spring at the NAB convention a group of us were visiting one of the TV equipment exhibits and making comments about the bulk and complexity of TV cameras. G. F. (Fritz) Leydorf of WJR Detroit made the joking comment that we should build a TV camera based on the principle of the eye, including color features. Nature has experimented for millions of years and turned out billions of experimental models. Why not take advantage of all this experimentation and copy nature's color camera?

Investigation shows that after millions of years nature has not yet set standards for vision, either in color or black and white. Two different types of color systems are found in nature; one is analogous to the CBS color system using filters, another seems to favor RCA's color system using a three color tube. The scanning scheme used in the eye is not known.

Nature also uses two kinds of camera tubes. One type is similar to the iconoscope using the cones of the retina which require high light intensity to function. A second type resembles the image orthicon using the rods of the retina which operates with low light intensity. Combinations of the two are found in some cases with both rods and cones.

Nature Testing Tubes and Lenses

Not only has nature experimented with color systems and camera tubes, but with lenses. Some eyes are fixed focus, as in insects, with very shallow depth of focus so they can only see objects close to them. Other eyes have lenses that resemble the Zoomar as in the hawk and sea gull.

Color vision is found only in an eye equipped with cones—which is also the camera with the iconoscope since high light intensity is required. The eye also may be equipped with rods which are the equivalent of the image orthicon tube and operate with low light intensity but are not color sensitive.

In front of each of the cones in an eye using color filters there is a small drop of brightly colored fluid. It is so placed that light falling on the sensitive area of the cone must pass through this fluid which acts as a color filter. Examination of the retina of a chicken, turtle, pigeon, or certain other birds and reptiles will show that this fluid is of three different colors; red, orange and green. By use of these filters we have a three color system.

Before passing on, it is interesting to note that chickens, pigeons, etc., are blind at night and therefore have to go to roost at sunset. They are equipped with the iconoscope type of camera eye which will not function in low light intensity. They have only cones in their retina—no rods for night vision.

Another type of color vision found in nature uses cones without filters but with the color selectivity being resolved in the nerve cells to which each individual cone is connected, or to the color sensitive pigments in the cone. There is no filter; instead, the eye is more like a three color tube using three different phosphors. This is the type of eye found in man, as well as in monkeys, apes and some other mammals. This is like RCA's three color picture tube.

To give the FCC courage in making a color decision, we should point out that man has built a much better color corrected lens for his cameras than nature has for the eye. The human eye is poor in its ability to focus all colors at the same place on the retina while man made cameras of the cheapest sort have very well corrected color lenses.

Nature, to compensate for poor color correction in the ultra-violet part of the spectrum, incorporates a filter in the lens of the eye to remove the colors it is unable to focus correctly. People who have had the lens of the eye removed by an operation for cataract and the lens replaced with a glass lens, have excellent vision in ultra-violet light which leaves ordinary people entirely blind.

Some Animals Like Monochrome

Black and white TV is still with us and has many faults. Nature, too, does not seem entirely satisfied in the matter of black and white vision nor in the matter of black and white vs. color and therefore has equipped many living creatures only with black and white vision. Dogs, cattle, fish, insects, nocturnal animals such as possum, have only black and white vision using the sensitive rods of the retina. They seem to get along very well. It is of interest to note that the animals which have only black and white vision have an abundance of rods in the eyes. This is the image orthicon type of camera and operates with low light intensity and therefore their night vision is excellent but resolution usually suffers in this type of eye.

The eye of man has a concentration of cones near the center of the retina called the "fovea." In high light intensity, man uses the cones in the fovea for color vision and high definition. When light diminishes, the rods come into action since they can absorb more light than cones but both color and definition suffer. Below a certain light level the cones become useless and vision is by the use of the rods in the retina and we have no color perception. Thus under conditions of low light intensity man has only black and white vision. He may be able to tell a dog from a cat, but he cannot tell a yellow dog from a brown dog.

The subject of color vision fills many technical volumes and some points are still disputed, so it is impossible to resolve the problem here, but you see the difficulty of the FCC in deciding what kind of color TV we are to adopt.

Standards Yet To Be Set

The Almighty in all His wisdom has not yet set standards for color vision. For millions of years the experiment has been going on and billions and billions of experimental models have been field tested. The Almighty has not decided that some forms of life are ready for, or need, color vision so these are equipped only with black and white. No decision has been reached on the filter system, or the three color phosphor system, or even whether it should be a three color system since there is evidence that two, four, five and even seven color systems may exist in nature. Three colors are sufficient to produce all the shades the lens of the eye will pass.

Let us not, therefore, find fault and belabor the FCC on the color TV qustion. Rather let us sympathize with them. After all, to make a decision that the Lord Almighty has not yet made is a matter not to be taken lightly.

Mr. FOX

NEW BAB HEAD

Higgins Takes Office

HUGH M. P. HIGGINS, former vice president and general manager of WMOA Marietta, Ohio, assumed directorship of Broadcast Advertising Bureau Friday, taking over the post vacated in mid-July by Maurice B. Mitchell, now at NBC. With Mr. Higgins at BAB's New York headquarters are two assistant directors, Lee Hart and Meg Zahrt.

James L. Ulmer, for several years program director of WMOA, was appointed by President William G. Wells to succeed Mr. Higgins as station manager.

VIDEO CARNIVAL

WSM-TV Draws Throng

HOLIDAY spirit prevailed in Nashville the week of Aug. 13-17 when WSM-TV there held its "Television Carnival" [BROADCASTING, Aug. 28]—a preview of the station's telecasting operation, tentatively scheduled to start in mid-September.

In the true tent fashion of the carnival, shows were assembled for telecast. The public—some 112,000 persons attended the five day carnival series—caught its first glimpse of television in the home area. Despite a rain deluge the first three days, a total of 56,000 attended the WSM shows under the tents, according to the station.

Sixteen cooperating distributors reported an equal success in the selling of sets to potential viewers. A 64-page TV section was issued by the *Nashville Tennessean* on Aug. 13, opening day of the WSM-TV carnival.

ATAS Amendment

AMENDMENT to the constitution of the Academy of Television Arts & Sciences in Los Angeles, calling for five classes of membership in the group, was adopted at a recent regular monthly meeting. Categories include (1) active—those engaged in various phases of television industry as set forth in the amendment; (2) honorary—past presidents (life); (3) fellowship—those who have rendered distinguished and valuable service in field (life); (4) benefactor—person, firm or corporation making a contribution of $250 or equivalent in property (year); (5) associate—those not eligible for any other class of membership and interested in advancement of TV.

White House Callers

ROBERT H. HINCKLEY, ABC vice president, and Frank Folsom, RCA president, were recent White House callers. Mr. Hinckley conferred Wednesday with the President on his trip to Europe as member of the public advisory board of ECA. He will study effectiveness of Voice of America broadcasts. Mr. Folsom visited President Truman Aug. 25.

FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO AUGUST 31

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM stations	2,175	2,145	172		280	262
FM stations	685	505	213	1*	20	13
TV stations	106	51	58		355	182

*One on the air.

* * *

NEW CALL ASSIGNMENTS: KCON Conway, Ark. (Conway Bcstg. Co., 1230 kc, 250 w unlimited); KFGR Forest Grove, Ore. (Irving V. Schmidtke, 1570 kc, 250 w unlimited); KHAD Delano, Calif. (George F. Haddican, 1340 kc, 250 w unlimited); KMBL Junction, Tex. (Kimble County Bcstg. Co., 1450 kc, 100 w unlimited); KOLJ Quanah, Tex. (Orville L. Jenkins, 1150 kc, 500 w unlimited); KPOO San Francisco, changed from KRUZ (Grant R. Wrathall); WACL Waycross, Ga. changed from WJHR (The Southeastern Bcstg. System); WBKV West Bend, Wis., changed from WPJM (West Bend Bcstg. Co.); WMFI Moorefield, W. Va. (Lost River Bcstg. Corp., 790 kc, 1 kw unlimited); WMOK Metropolis, Ill. (Fort Massac Bcstg. Co., 920 kc, 500 w unlimited); WMTW Manistee, Mich. changed from WDLG (Manistee Radio Corp.); WRAY Princeton, Ind. (M. R. Lankford, 1250 kc, 1 kw day).

Docket Actions . . .

INITIAL DECISION

Centinela Valley Bcstg. Co., Inglewood; Balboa Radio Corp., Escondido; Crescent Bay Bcstg. Co., Santa Monica; Oceanside Bcstg. Co., Oceanside, all Calif.—Initial decision issued by Hearing Examiner Elizabeth C. Smith, to grant applications of Centinela Valley Bcstg. Co., new station on 1450 kc, 250 w fulltime, at Inglewood and grant of application of Balboa Radio Corp., new station at Escondido on 1450 kc, 250 w fulltime; and to deny application of Crescent Bay Bcstg. Co., Santa Monica, new station on 1460 kc, 500 w day, and application of Oceanside Bcstg. Co., Oceanside, new station on 1450 kc, 250 w fulltime. Both grants subject to conditions. Decision Aug. 29.

OPINION AND ORDERS

KHUM and KIEM Eureka, Calif.—By opinion and order denied petition of KHUM for reconsideration of Commission's action of March 28, granting without hearing application of KIEM to increase power. Order Aug. 31.

WJOL Joliet, Ill.—Adopted opinion and order to grant renewal of license on regular basis; denied petition of A. J. Felman requesting hearing on renewal application, dismissed as moot petition for extension of time for compliance with Sec. 3.109 of rules. Order Aug. 31.

Deletions . . .

ONE FM and one AM authorization reported deleted last week by FCC. Total to date since Jan. 1: AM 31; FM 90; TV 3.

WFIR Danbury, Conn. — Fairfield Bcstg. Co. CP Aug. 24. Forfeiture.

WBMS-FM Boston, Mass. — WBMS Inc. CP Aug. 28. Economic.

Non-Docket Actions . . .

TRANSFER GRANTS

KCMO-AM-FM Kansas City, Mo.—Granted transfer of control in KCMO Bcstg. Co., licensee, to Lester E. Cox and Tom L. Evans. Mr. Cox and Mr. Evans buy 200 sh. of stock held by C. C. Payne for $200,000. There are presently 600 sh. stock issued and purchased 200 sh. will be retired to the treasury, reducing issued stock to 400 sh. KCMO is assigned 50 kw day, 10 kw night, directional, on 810 kc. See story this issue. Granted Aug. 28.

KSNY Snyder, Tex.—Granted assignment of license from Marshall Formby and John Blake d/b as Blake-Formby Bcstg. Co., licensee, to John Blake. Mr. Formby sells his 25% interest in station to Mr. Blake for $9,750. John Blake to assign his 50% in KPAN Hereford, Tex. to Mr. Formby, applications filed simultaneously. KSNY is assigned 1280 kc, 500 w day. Granted Aug. 28.

New Applications . . .

AM APPLICATIONS

Cape Girardeau, Mo.—Cape County Bcstg. Co., 1230 kc, 250 w unlimited. Estimated construction cost $10,350. Applicant is permittee of KGMO(FM) outlet in Cape Girardeau. Filed Aug. 25.

Yuma, Ariz. — Southwestern Bcstg. Co., 1240 kc, 250 w fulltime. Estimated construction cost $7,640. Principals include: Robert Henry Armstrong, 50% interest in law firm Armstrong & Spector, 80%; Henry Chester Darwin, manager KCLF Clifton, Ariz., 20%. Filed Aug. 25.

Ava, Ill.—Ava Bcstg. Co., 1230 kc, 250 w unlimited. Estimated construction cost $10,200. Father and son partnership consists of Leonard M. and Leonard F. Johnson. Leonard M. Johnson is owner of The Ava Citizen, newspaper (also job printing) and Leonard F. is a journeyman carpenter. Filed Aug. 29.

Pontiac, Mich. — John C. Pomeroy, 1470 kc, 500 w day. Estimated construction cost $7,186. Mr. Pomeroy, sole applicant, established WILS Lansing, Mich., with his brother and is 27% owner that station. He is also assistant manager, chief engineer and public service director WILS. Filed Aug. 29.

TRANSFER REQUESTS

WAKE Greenville, S. C.—Assignment of CP from Charles B. Britt, Joe H. Britt, Vardry D. Ramseur and John Arthur, partnership d/b as Piedmont Bcstg. Co., permittee to a corporation of same partners, Piedmont Bcstg. Co. Inc. Partners feel corporate form of operation more desirable. WAKE is assigned 250 w fulltime, 1490 kc. Filed Aug. 22.

WSAR Fall River, Mass.—Transfer of Fall River Bcstg. Co. Inc., (licensee) from Fall River Herald News Pub. Co. to a Mass. corporation Fall River Herald News Pub. Corp. All outstanding stock of Fall River Herald News Pub. Corp., is owned by Margaret K. Kelly, Elizabeth K. Coakley, Frances K. Shattuck, Catherine K. Kelly, Joan K. Kelly and Mary Cornelia Kelly. Application filed simultaneously to transfer Fall River Herald News Pub. Corp., to Elizabeth R. Kelly, Frank W. Miller and Frank W. Miller Jr., as voting trustees. WSAR is assigned 5 kw fulltime, directional, 1480 kc.

KPRC-TV Money

WHEN real money was shown on a commercial over KPRC-TV Houston, the U. S. Secret Service challenged the commercial. General Manager Jack Harris agreed not to use real currency until he received a ruling. In the opinion of the Treasury Department's legal counsel, Mr. Harris was informed later, "live" telecasting of currency is legal. Furthermore, the ruling said such telecasting does not come within the meaning of the statutes prohibiting the photographing of currency, etc.

CRITICAL JOBS

Joint Review Group Set

CREATION of a Joint Committee on Essential Activities and Critical Occupations to review periodically classification lists for each category was announced last Thursday by Secretary of Commerce Charles Sawyer and Labor Secretary Maurice Tobin.

Essential activities and critical occupations lists were issued by the two department heads early last month, with radio broadcasting—AM, TV, FM and facsimile—declared as an "essential industry." Electrical engineers who "design and develop radio, telvision, electronic and allied equipment" were adjudged "critical" occupations [BROADCASTING, Aug. 7].

Another purpose of the new joint committee will be to make recommendations to the two Secretaries with respect to business and government requests for revisions and modifications needed to assure fulfillment of national defense requirements and civilian economy needs.

Secretary Sawyer named H. B. McCoy, director, Office of Industry and Commerce, as Commerce Dept. representative. Arthur W. Motley, assistant director, U. S. Employment Service of the Bureau of Employment Security, was appointed by Secretary Tobin. Four officials of other government agencies also were designated as committee advisors.

The committee will formulate procedures for prompt handling of requests for modifications of the two lists and for receiving information in support of such requests.

WCAU PACT

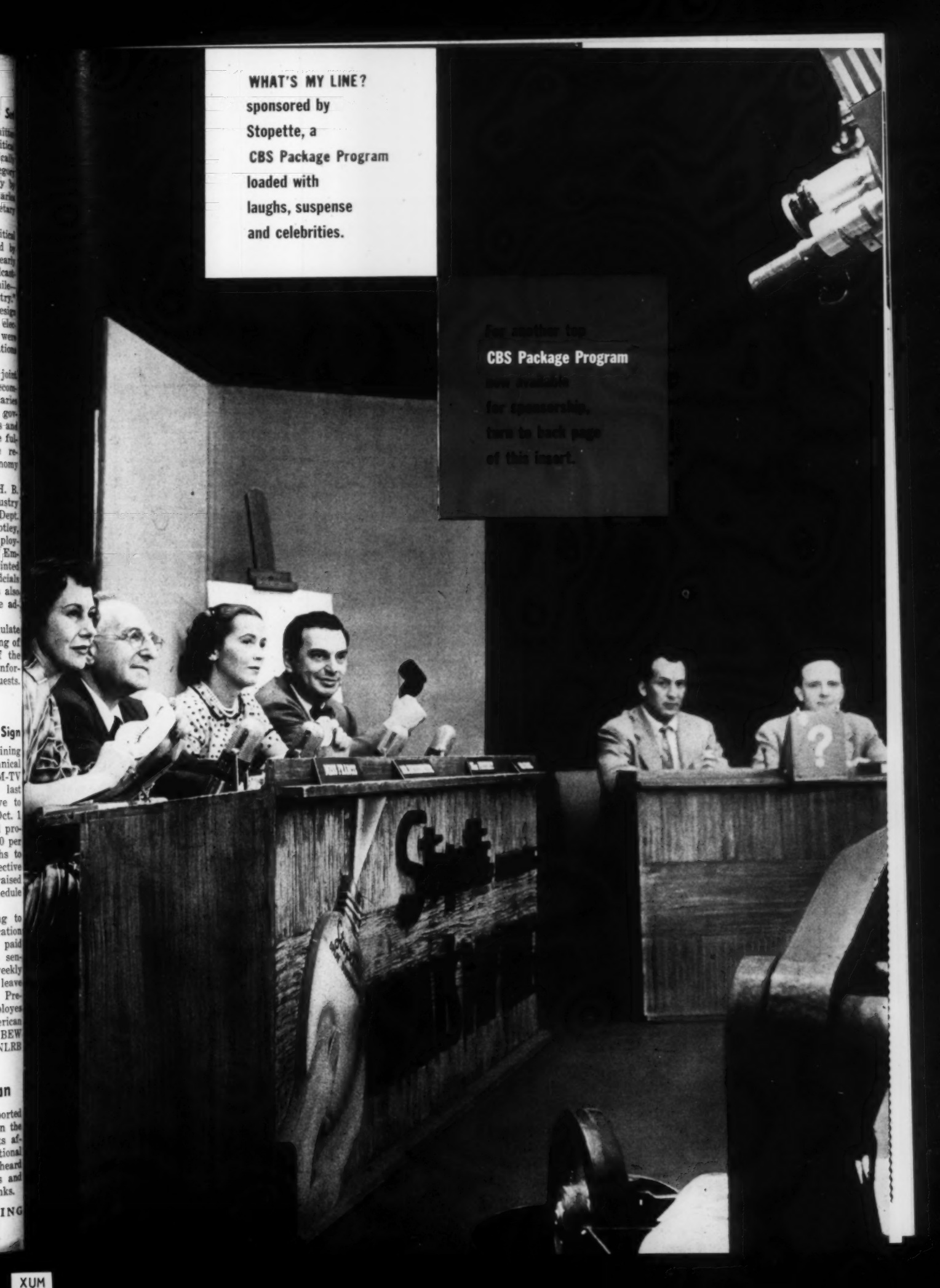
IBEW-Station Sign

SIGNING of collective bargaining agreement covering all technical employes of WCAU-AM-FM-TV Philadelphia was announced last week by IBEW. Retroactive to Feb. 6, contract extends to Oct. 1, 1952, according to IBEW and provides pay ranging from $68.50 per week for the first six months to $113 after six years. Effective next May 9 the maximum is raised to $115 and progression schedule shortened to five years.

Other provisions, according to IBEW, include three-week vacation plus five additional days of paid vacation in lieu of holidays; seniority provisions; daily and weekly overtime provision; military leave of absence and sick leave. Previously WCAU technical employes had been represented by American Communications Assn., but IBEW was certified last spring by NLRB after an election.

Nation Hears Truman

PRESIDENT TRUMAN reported to the nation Friday night on the Korean war situation and its affect on national and international affairs. The simulcast was heard at 10 p.m. on aural stations and TV outlets on the network links.


WHAT'S MY LINE?
sponsored by
Stopette, a
CBS Package Program
loaded with
laughs, suspense
and celebrities.
CBS Package Program
for sponsorship,
turn to back page
of this insert.

SEPTEMBER 1950

TELECASTING NETWORK PROGRAM SCHEDULES

PM

SUNDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	Canada Dry Super Circus L (E-M) 9/3 et seq		Peters Shoe Co., M&M Ltd. (Alternating) Super Circus L (E-M)		*Cartoon Teletales* L (E-M)		*Marshall Plan in Action* F (E-M)		*Think Fast* L (E-M)		*Diane Dorree Show* L (E-M)		*Stage Two: Review* F (E-M) Thru 9/3 *The Beagles* L (E-M) 9/10 et seq							
DuMont	*Diplomatic Pouch*		Household Finance Peoples Platform				Lamont, Corliss Mr. I. Magination Start: 9/24		Wm. Wrigley Gene Autry		American Tobacco This Is Show Business						Lincoln-Mercury Toast of the Town			
CBS									Co-op Starlit Time L (E-M) (NI)				*Rhythm Rodeo* L (E-M)							
NBC	*Meet the Press* L								Regent Cigarettes Leave It To The Girls L (E-M)		General Foods (Jello) Aldrich Family L (E-M)						Colgate-Palmolive Colgate Comedy Hour L (E-M)			

MONDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	*Mr. Magic* L (E-M)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)									*Hollywood Screen Test* L (E-M)				Chrysler Sales Treasury Men in Action L (E-M)			
CBS	*Lucky Pup*						*Snarky*		TBA		Kellogg Tom Ranger Start: 10/2		*Garry Moore Show*		Oldsmobile CBS-TV News		Liggett & Myers Perry Como Start: 10/2		Lever-Lux TV Theatre Start: 10/2	
DuMont					Co-op Small Fry Club L/F (E-M)				Co-op Magic Cottage L (E-M)				*Captain Video* L/F (E-M)				Co-op Hazel Scott Show L			
NBC			C-P-P H'Doody L (E-M)	Mars Inc. Howdy Doody L (E-M)		*Cactus Jim* L							RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room		Reynolds News F (E-M)		*Menasha the Magnificent* L	

TUESDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	*Mr. Magic* L (E-M)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)											*Buster Keaton Show* F (E-M)		*Back Rogers* L (E-M)			
CBS	*Lucky Pup* L (E-M)						*Snarky*		TBA				*Garry Moore Show*		CBS-TV News		Pepsi-Cola F. Emerson Start: 9/26		Prudential Insurance TBA Start: 10/10 Alternate Weeks	
DuMont					Co-op Small Fry Club L/F (E-M)				Co-op Magic Cottage L (E-M)				W. H. Johnson Candy Captain Video L/F (E-M)				Co-op J. Edwards Her Songs & Her Piano L			
NBC			Kellogg Howdy Doody L (E-M)	C-P-P Howdy Doody L (E-M)		*Cactus Jim* L							Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp Little Show John Conte L		Reynolds News F (E-M)		Texas Co. Texaco Star Theatre L (E-M)	

WEDNESDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	*Mr. Magic* L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)											Bendix Home Appliances Chance of a Lifetime 9/6 et seq. L (E-M)		*On Trial* L (E-M)			
CBS	*Lucky Pup*						*Snarky*		TBA		Kellogg Tom Ranger		*Garry Moore Show*		Oldsmobile CBS-TV News		Liggett & Myers Perry Como		Toni Pilsbury Arthur Godfrey and His	
DuMont					Co-op Small Fry Club L/F (E-M)				Co-op Magic Cottage L (E-M)				Rosefield Packing Co. Captain Video L/F (E-M)		Co-op Manhattan Spotlight L (E)		Co-op Hazel Scott Show L			
NBC			Mars Inc. H'Doody L (E-M)	Intnl. Shoe Howdy Doody L (E-M)		*Cactus Jim* L							Ford Motor Div. Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L		Reynolds News F (E-M)		Snow Crop F. Emerson L	*Nature of Things* L

THURSDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	*Mr. Magic* L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)											General Mills Lone Ranger* F (E-M)				Stop the Music Admiral & P. Lorillard L (E-M)	
CBS	Bristol-Myers Ipana Lucky Pup						*Snarky*		TBA				*Garry Moore Show*		CBS-TV News		Pepsi-Cola Faye Emerson		American Safety Razor The Show Goes On Start: 9/21	
DuMont					Co-op Small Fry Club L/F (E-M)				Co-op Magic Cottage L (E-M)				W. H. Johnson Candy Captain Video L/F (E-M)		Co-op Manhattan Spotlight L (E)		Co-op J. Edwards Her Songs & Her Piano L			
NBC			Kellog Co. H'Doody L (E-M)	C-P-P Howdy Doody L (E-M)		*Cactus Jim* L							Sealtest Kukla, Fran & Ollie L (E-M)		Van Camp's Little Show John Conte L		Reynolds News F (E-M)		Ballantine Ale & Beer Believe It or Not L	

FRIDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	*Mr. Magic* L (E)	*Paddy Pelican* L (E-M)	*Hold 'er Newt* L (E-M)	*Space Patrol* F (E-M)													*My True Story* L (E-M)			
CBS	Sundial Shoes Lucky Pup						*Snarky*		TBA		Kellogg Tom Ranger		*Garry Moore Show*		Oldsmobile CBS-TV News		Liggett & Myers Perry Como		General Foods Mama	
DuMont					Co-op Small Fry Club L/F (E-M)				Co-op Magic Cottage L (E-M)				*Captain Video* L/F (E-M)		Co-op Manhattan Spotlight L (E-M)		Co-op Hazel Scott Show L			
NBC			Mars Inc. Howdy Doody L (E-M)	Wander Co. Howdy Doody L (E-M)		*Cactus Jim* L							RCA Kukla, Fran & Ollie L (E-M)		Mohawk Mills Show Room L		Reynolds News F (E-M)		*Magic Slate* alternates w. Miles, Quiz Kids L	

SATURDAY

	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45
ABC	*Mr. Magic* L (E) Thru 9/9												*Marshal of Gunsight Pass* F (E-M)		*Buck Rogers* Thru 9/2 L (E-M) To Be Announced		*Hollywood Screen Test* L (E-M) Thru 9/2 To Be Announced		American Dairy Assn Paul Whiteman TV Teen Club L (E-M)	
CBS							*Week In Review*		*Lucky Pup*						*The Big Top*		Pepsi-Cola Faye Emerson		Anheuser-Busch The Ken Murray Show Start: 10/7	
DuMont																	*Captain Video* L/F (E)		*Country Style* L (E)	
NBC			Lionel Joe DiMaggio Show	Alsco Co. Wendy Barrie L	Smilin' Ed. McConnell Brown Shoe Corp. L (Alt. weeks)		Peter Pan Hank McCune										Manhattan Soap Co. One Man's Family L (E-M)			

Programs in italics are sustaining.

Time is EST.

L is live; F, Film; K, Kinescope Recording; E, Eastern Network; M, Midwestern Network; NI, Nonintercon-nected stations.

Mysteries of Chinatown F (E-M) Thru 9/3 *Stage Two Revue* 9/10 et seq.	*Soap Box Theatre* F (E-M)	*Marshall Plan in Action* F (E-M)			
General Electric Co. Fred Waring Show Start: 9/24		Goodrich John Daly News		Stoppette What's My Line	Arnold Robt. Q. Lewis
Co-op They Stand Accused L (E-M)					
Philco Corp. Philco Television Playhouse L (E-M)		Congoleum-Nairn Inc. Garroway At Large L (E-M)		Nestle Co. (Nescafe)	
	Double Feature F (E-M)				
Philip Morris Horace Heidt Start: 10/2	General Foods-Sanka The Goldbergs Start: 9/25	Westinghouse Studio One			Masland At Home Party L
Co-op Wrestling (From Columbia Park, N. J.) L (E-M) (NI)					
Admiral Lights Out L	American Tobacco Co. R. Montgomery, Lucky Strike Theatre Alternates with Colgate-Palmolive-Peet, Musical Comedy Theatre (L)			Local Sponsors (Co-op) Who Said That L (E-M)	Anchor Hocking Open House L
Your Witness F (E-M)	*Sports Camera* F (E-M)	*Roller Derby* L (E-M)		American Tobacco Co. Roller Derby L (E-M)	
R. J. Reynolds Vaughn Monroe Show Start: 10/10	Electric Auto-Lite Suspense	Block Drug Mystery Playhouse		TBA	
Drug Store TV Prod. Cavalcade of Bands L (E-M) (NI)		Food Store Programs Corp. Star-Time L (E-M) (NI)			
Procter & Gamble Fireside Theater F	Armstrong Cork Co. Circle Theatre L (E-M)	P. Lorillard Original Amateur Hour L			Anchor Hocking Open House L
Your Witness L (E-M) Sept. 6 only	Philco Corp. begins 9 p.m., Don McNeill TV Show 9/13 et seq. L (E-M)	Co-op Wrestling L (E-M) (To Midnight)			
Bymart Start: 10/18	P. Lorillard Embassy Cigarettes The Web	Pabst Sales Co. International Boxing Club Start: 9/27			
Co-op Famous Jury Trials L (E) (NI)	Consolidated Cigar Corp. Plainclothesman L (E-M) (NI)	Tidewater Assoc. Oil Broadway to Hollywood L (E-M)			
Kraft Foods Co. TV Theatre L (E-M)		Bristol-Myers Break the Bank L		Armour Stars Over Hollywood F	Anchor Hocking Open House L
Arthur Murray Show L (E-M) Thru 9/7 Packard Motors, Holiday Hotel L (E-M) 9/14 et seq.	*Blind Date* L (E-M)	*Roller Derby*		Blatz Brewing Co Roller Derby	*Roller Derby*
Esso Standard Oil Kroger Co. Alan Young Show Start: 9/14	Lever Big Town Start: 10/5	Philip Morris Truth or Consequences		Nash Motors Nash Airflyte Theatre Start: 9/21	
Morey Amsterdam Show (DuMont Telesets) L (E-M) (NI)		*Boxing* L (E-M) (NI)			
Ford Dealers of America Kay Kyser L		U. S. Tobacco Martin Kane, Private Eye L		Standard Oil of Indiana Wayne King	Anchor Hocking Open House L
Roller Derby Thru 9/8 *ABC Library of Arts Films* F (E-M)	*Tin Pan Alley* L (E-M)	General Mills, Lone Ranger (repeat) Last 9/8 Best Foods, Inc., Penthouse Party L (E-M)		*Mystery for 30 Minutes* F (E-M)	Exquisite Form Bra's L (E-M) eff. 9/29
Ford Motor—Ford Theatre Magnavox—Magnavox Theatre Alternate Weeks		Kelvinator Morton Downey Start: 9/22		Sylvania Electric Beat the Clock Start: 9/29	
Bond Clothing Stores Hands on Destiny L (E-M) (NI)	*Roscoe Karns, Inside Detective* L (E-M) (NI)	Drug Store TV Productions Cavalcade of Stars L (E-M) (NI)			
Bonafide Mills Versatile Varieties L	American Cig. & Cig. Big Story (alternates with Emerson Radio The Clock) L	Gillette Boxing L		Chesebrough Greatest Fights F	Anchor Hocking Open House L
	Roller Derby L (E-M) (To conclusion)				
Frank Sinatra		Carter	Ludens	Sterling Drug	
		Sing It Again			
		Co-op Wrestling L (E-M)			
Campbell Soup, Whitman's, Johnson's Wax, Tidroot, Snow Crop, Minn Mining & Mfg., SOS, Benrus, Crosley Saturday Night Revue					

PRICES OF TELEVISION SETS ARE GOING UP

In view of the recent announcements of price increase of television sets, it may be well to examine the present status of television ownership by economic levels.

NEW YORK

	% Owning TV Sets
Highest level	42.0
Upper middle	39.9
Lower middle	35.6
Lowest level	28.4

CHICAGO

Highest level	40.7
Upper middle	39.0
Lower middle	34.0
Lowest level	24.6

LOS ANGELES

Highest level	40.0
Upper middle	36.8
Lower middle	31.6
Lowest level	25.1

For Information and Other Telefacts

ASK THE PULSE

THE PULSE INCORPORATED

15 West 46th Street

New York 19, N. Y.

BROADCASTING
TELECASTING
September 4, 1950
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BEAT THE CLOCK
BEAT THE CLOCK
BEAT THE CLOCK

Film Spots Draw Throngs to *Riverview Park*

ALL SEATS are filled on the Bobs, famous mile-a-minute roller coaster at Riverview Park where television spots are helping to break attendance records.

* * *

ATTENDANCE at Riverview Park, one of the nation's largest amusement centers, on Chicago's northwest side, is swinging up sharply due to a series of well-placed film spots on three Chicago television stations, park officials and account men at Riverview's agency report.

"There's no question about it, television is doing a job for us," says Graeme Botts, public relations director at Riverview. "In spite of our extremely cool summer in Chicago, and a heavy drop at the gate during one rainy week, we anticipate an attendance of two million for the season. Last year we had only about 1,500,000 admissions."

Before the recent rise in temperatures in the Chicago area, Riverview's attendance stood at 15% above the same period in 1949, while the amusement industry in general was experiencing a 32% dip. The warm spell brought out thousands of fun-seekers above the norm for the first two months of the season "but television had made its impact while the going was rough," explains Tom O'Connell, account executive with Christiansen Advertising, Riverview's agency.

Children Cite TV

"There has been a noticeable increase in the number of children attending, and dozens of them volunteer the information they saw 'all about Riverview' on television," Mr. O'Connell says.

The Christiansen agency and Atlas Film Corp., Chicago, collaborated in putting Riverview on TV. Early last spring Norman Lindquist, television director at Atlas, recalled having seen a public interest newsreel on Riverview over WGN-TV, the *Chicago Tribune* video station. He checked with Spencer Allen, WGN-TV newsreel editor, and learned that since the film had been shown nearly two years before, portions of it now could be purchased from the station.

Mr. Lindquist bought 250 feet of the film showing some of Riverview's most thrilling rides and other concessions. In league with Mr. O'Connell, he approached park officials with the proposal that the WGN-TV scenes be edited and synchronized with sound effects for use the week before Riverview opened. Then, with the park season underway, new film could be processed for subsequent showing.

Riverview officials went along with the idea and since May 10 have been using seven spots weekly, placed in or near highly rated TV shows with "kid appeal." Three of the spots are 20 seconds long, and the remainder 1 minute.

On WENR-TV, Chicago's ABC station, a spot is sandwiched in the *Paddy the Pelican* show, Thursday from 6 to 6:15 p.m.; another, at 6:30 p.m. Saturday, is preceded by *Ranch Songs* and followed by *Lone Ranger;* a third, at 3:30 p.m. Sunday, is between *Tots Time* and *Bronx Zoo.*

On WNBQ (NBC) a Tuesday 5:55 p.m. spot comes between *Pet Shop* and the humorous *Public Life of Cliff Norton;* Wednesday at 4:30 p.m., a second spot is preceded by *Coming Attractions* and followed by *Howdy Doody;* on Friday, between 5 and 5:30 p.m., a third is sandwiched in a western movie.

WGN-TV uses one Riverview spot Monday in either the 5:30 or 6:30 p.m. slot *(Captain Video* or a "Western").

Riverview's budget for the 1950 TV spot campaign is $15,000. The park also uses 35 radio announcements daily on WIND Chicago, spaced out between noon and 7 p.m.

EDUCATORS EYE TV

Interest Growing

GROWING interest and participation in television by educational institutions are pointed up by the U. S. Office of Education, Washington. Data was compiled by D. Franklin Dunham, Chief of Radio, USOE.

Mr. Dunham reported 45 colleges and universities as well as 21 school systems and five medical schools engaged in preparing TV programs for the air. This list was made up from a total of more than 250 educational institutions interested in TV or already ready to produce television programs over local stations this fall.

Acknowledging the U. of Michigan-WWJ-TV Detroit announcement of plans to telecast an adult education program series and give credit for courses [TELECASTING, Aug. 7], Dr. Dunham said:

"[This] is one of the most stimulating signs of the times in the development of television progress in our country." Crediting Dr. Waldo Abbott, radio and television director for Michigan U. with radio and FM pioneering, Dr. Dunham added he "is now about to pioneer in another great milestone for that institution."

Dr. Dunham touched on highlights of educational participation in TV. Yale U., he said, has taken the lead in the East for writing and producing TV shows. He also called attention to Amherst College whose theatre players produced "Romeo and Juliet" over NBC-TV a year ago from the stage of the Folger Library in Washington.

Also mentioned were Johns Hopkins U. and Temple U. The former is continuing for the third year a science series over WAAM (TV) Baltimore while the latter has had a series running over WFIL-TV Philadelphia. American U., Washington, has been presenting a series on WMAL-TV Washington called *District Viewpoint,* featuring topic discussion and an electronic voting jury, he added.

Syracuse Gift

A $150,000 gift to Syracuse U., Dr. Dunham said, was impetus for that school to set up fully equipped studios and produce live programs for transmission over WSYR-TV Syracuse. Cornell U., which writes and produces TV shows at its Film Center, offers them for use by stations over the country.

The U. of Illinois has plans to own and operate its own TV station while conducting special research projects in the medium. First university to own and operate a station was Iowa State College. Its WOI-TV Ames now carries programs of the four national television networks, Dr. Dunham observed.

Complete facilities are expected to be installed on campus by the U. of Texas which already has produced shows on WBAP-TV Fort Worth, WFAA-TV Dallas and KEYL (TV) San Antonio, Dr. Dunham reported. Alabama U., now operating TV activities over Birmingham stations as well as teaching TV production techniques, plans to coordinate its radio-TV services into one center.

Pioneering in the TV field is Creighton U. (Omaha) which has been experimenting with many types of science programs over WOW-TV Omaha for the past three years. He also pointed to the city school systems of Philadelphia, New York, Buffalo, Cleveland, Cincinnati, Baltimore, Detroit and Chicago which are experimenting with use of television for the classroom.

Pacific Coast TV programs are being presented by the U. of Southern California, the U. of California (Southern Branch) and Loyola U. at Los Angeles, Dr. Dunham said. Stanford U. at Palo Alto

(Continued on page 54)

XUM

telestatus

Network Sponsors Increase

(Report 127)

DURING the first half of 1950 the number of advertisers sponsoring programs on the TV networks of ABC, CBS and NBC increased from 59 in January to 79 in June. The number of sponsored programs on these three TV networks concurrently rose from 83 in January to 103 in June. The gross time costs meanwhile increased from $1,889,579 in January to $2,884,273 in June.

The above figures were derived by TELECASTING from tabulations of individual advertising video network programs prepared by Publishers Information Bureau from data provided by the three TV networks. DuMont, fourth video network, does not make its billing figures available.

Ford Motor Co. was the leading TV network advertiser both in June and during the first six months of the year, according to the three-network data, with gross TV network time costs of $188,585 in June and $911,681 during the six-month period. R. J. Reynolds Tobacco Co. ranked second and National Dairy Products third for both June and January-June.

Also included in the top 10 TV network clients for the month and half-year (see Tables I and II) are P. Lorillard & Co., General Foods Corp., RCA, Mohawk Carpet Mills, Liggett & Myers Tobacco Co. and Philco Corp. American Tobacco Co. ranked eighth in June but does not appear in the six-month list as it ranked 13th for that period. General Motors Corp., conversely, is listed as sixth ranking TV network user for the January-June period, but is not included in the first 10 for June, when this company ranked eleventh in standpoint of gross time charges.

* * *

TABLE I

Ten Top TV Network* Advertisers in June 1950

1.	Ford Motor Co.	$188,585
2.	R. J. Reynolds Tobacco Co.	149,345
3.	National Dairy Products	131,811
4.	P. Lorillard & Co.	124,125
5.	General Foods Corp.	100,510
6.	RCA	97,619
7.	Mohawk Carpet Mills	81,173
8.	American Tobacco Co.	80,644
9.	Liggett & Myers Tobacco Co.	78,155
10.	Philco Corp.	77,760

TABLE II

Ten Top TV Network* Advertisers January-June 1950

1.	Ford Motor Co.	$911,681
2.	R. J. Reynolds Tobacco Co.	767,155
3.	National Dairy Products	642,482
4.	Liggett & Myers Tobacco Co.	566,635
5.	RCA	525,284
6.	General Motors Corp.	511,044
7.	P. Lorillard & Co.	497,973
8.	General Foods Corp.	451,406
9.	Philco Corp.	422,645
10.	Mohawk Carpet Mills	405,489

*ABC, CBS, NBC TV networks; DuMont figures not available.

Breakdown of video network time costs by industry classifications (Table III) shows that tobacco and smoking accessory producers led all other advertisers by buying $517,144 worth of network time in June and $2,551,009, during the half-year. Second-ranked in June is the food group, although it falls third for the January-June period. Automobile manufacturers, third highest for June, were second for the half-year. Other heavy spenders are the Radio and the Toilet Goods groups, placing fourth and fifth respectively.

* * *

TABLE III

Gross TV Network Time Sales for June and First Quarter 1950

Product Group	June 1950	Jan.-June 1950
Apparel	$48,270	$346,883
Automotive, Auto. Acces. & Equip.	428,103	2,157,558
Beer, Wine & Liquor	73,840	648,501
Confectionery & Soft Drinks	160,019	505,107
Consumer Services	22,950	99,765
Drugs & Remedies	12,330	109,800
Foods	466,904	1,980,261
Gasoline, Lubricants & Other Fuels	107,470	583,710
Horticulture		1,140
Household Equipment & Supplies	154,000	919,143
Household Furnishings	210,153	966,019
Industrial Materials	75,515	85,212
Jewelry, Optical Goods & Cameras	16,725	43,596
Publishing & Media	21,765	125,297
Radios, TV Sets, Phonographs, Musical Instruments & Acces.	293,627	1,475,402
Retail Stores		1,621
Smoking Materials	517,144	2,551,009
Soaps, Cleansers & Polishes	31,635	193,313
Toiletries & Toilet Goods	225,313	1,142,639
Miscellaneous	18,510	95,696
Total	$2,884,273	$14,031,303

* * *

John Meck Cites Force of Video

TELEVISION should become "one of the greatest forces for progress in American history" instead of "sort of a sideshow," in the opinion of John S. Meck, president of Meck Industries and Scott Radio Labs.

Mr. Meck, in a letter last week to the Television Broadcasters Assn., asserted "we have the greatest opportunity to contribute to the people's welfare that has ever been afforded to a single industry." He suggested that broadcasters make video a force toward culture and education "before the patterns of programming have become rigid, and the cold hand of 100% commercialism brings slow death to this great opportunity."

* * *

ARB Releases Three-City Program Ratings

AUGUST television program ratings for New York, Philadelphia and Chicago have been released by American Research Bureau, Washington.

For the Aug. 1-7 period, ARB reports the following top-ranking programs in the cities covered:

NEW YORK

1.	Toast of the Town	49.2
2.	Stage Coach	25.5
3.	Film Theatre (WCBS-TV)	24.9
4.	Jack Haley Show	24.3
5.	Children's Hour	23.1
6.	Beat the Clock	22.7
7.	Orig. Amateur Hour	22.2
8.	Starlight Theatre	21.4
9.	Break the Bank	21.0
10.	Garry Moore Show	19.7

PHILADELPHIA

1.	Toast of the Town	41.8
2.	Cavalcade of Stars	40.6
3.	Film Playhouse (WFIL-TV)	37.8
4.	TV Teen Club	36.1
5.	Phillies Baseball*	35.8
6.	Stop the Music	34.4
7.	Jack Haley Show	33.0
8.	Orig. Amateur Hour	32.5
9.	The Big Story	32.2
10.	Mystery Hour	31.2

* Average rating

CHICAGO

1.	Orig. Amateur Hour	36.2
2.	Kraft TV Theatre	28.2
3.	Toast of the Town	28.2
4.	Break the Bank	27.5
5.	Motion Pict. Acad.	27.2
6.	Four Star Theatre	27.2
7.	The Big Story	27.1
8.	Premiere Playhouse	25.2
9.	Community Theatre	23.4
10.	Courtesy TV Theatre	23.4

* * *

Videodex Releases August Chicago Ratings

VIDEODEX television ratings for Chicago released last week show the *Garry Moore Show* as the top program in the August reporting period. Top 10 programs reported as follows:

	Programs	% TV Homes
1.	Garry Moore Show	30.2
2.	Original Amateur Hour	28.7
3.	Kraft TV Theatre	28.7
4.	The Big Story	28.5
5.	Motion Picture Academy	28.2
6.	Premiere Playhouse	25.9
7.	Community Theatre	25.6
8.	Stop the Music	25.6
9.	Break the Bank	25.5
10.	Angel's 4 Star Theatre	25.5

Weekly Television Summary—September 4, 1950, TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	4,000
Ames	WOI-TV	12,298
Atlanta	WAGA-TV, WSB-TV	52,325
Baltimore	WAAM, WBAL-TV, WMAR-TV	191,515
Binghamton	WNBF-TV	18,650
Birmingham	WAFM-TV, WBRC-TV	21,200
Bloomington	WTTV	7,600
Boston	WBZ-TV, WNAC-TV	447,005
Buffalo	WBEN-TV	110,251
Charlotte	WBTV	22,218
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	568,063
Cincinnati	WCPO-TV, WKRC-TV, WLWT	153,000
Cleveland	WEWS, WNBK, WXEL	260,185
Columbus	WBNS-TV, WLWC, WTVN	86,000
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	65,681
Davenport	WOC-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	106,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	282,357
Erie	WICU	37,650
Ft. Worth-Dallas	WBAP-TV, KRLD, WFAA-TV	65,681
Grand Rapids	WLAV-TV	43,055
Greensboro	WFMY-TV	15,458
Houston	KPRC-TV	35,002
Huntington-Charleston	WSAZ-TV	18,230
Indianapolis	WFBM-TV	69,000
Jacksonville	WMBR-TV	12,000
Johnstown	WJAC-TV	26,500
Kalamazoo-Battle Creek	WKZO-TV	34,043
Kansas City	WDAF-TV	42,107
Lancaster*	WGAL-TV	54,435
Lansing	WJIM-TV	28,500
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH, KTLA, KTSL, KTTV	642,897
Louisville	WAVE-TV, WHAS-TV	39,075
Memphis	WMCT	49,278
Miami	WTVJ	33,900
Milwaukee	WTMJ-TV	129,068
Minn.-St. Paul	KSTP-TV, WTCN-TV	105,100
Nashville	.....	1,500
New Haven	WNHC-TV	90,300
New Orleans	WDSU-TV	30,800
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	1,500,000
Newark	WATV	Inc. in N. Y. estimate
Norfolk	WTAR-TV	23,420
Oklahoma City	WKY-TV	36,900
Omaha	KMTV, WOW-TV	30,026
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	540,000
Phoenix	KPHO-TV	16,150
Pittsburgh	WDTV	130,000
Portland, Ore.	.....	978
Providence	WJAR-TV	71,800
Richmond	WTVR	38,925
Rochester	WHAM-TV	45,926
Rock Island	WHBF-TV	16,218
Quad Cities	Include Davenport, Moline, Rock Island, East Moline	
Salt Lake City	KDYL-TV, KSL-TV	21,000
San Antonio	KEYL-TV, WOAI-TV	24,781
San Diego	KFMB-TV	48,500
San Francisco	KGO-TV, KPIX, KRON-TV	74,826
Schenectady Albany-Troy	WRGB	90,500
Seattle	KING-TV	33,100
St. Louis	KSD-TV	162,500
Syracuse	WHEN, WSYR-TV	56,227
Toledo	WSPD-TV	51,000
Tulsa	KOTV	36,075
Utica-Rome	WKTV	21,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	150,325
Wilmington	WDEL-TV	40,081

* Lancaster and contiguous areas. Total Markets on Air 62 Stations on Air 106 Sets in Use 7,207,009

Editor's Note: Source of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

The Preceding Program was

ON THE SPOT TELECAST

In Maryland, it's WMAR-TV for Remotes

The above slide flashes on the screens of Channel 2 viewers everytime WMAR-TV crews complete an on-the-spot telecast. And as of Sunday, September 3rd, WMAR-TV crews, using the station's two remote units, have been responsible for *783* of them.

Since the station went on the air in October of '47, these remote telecasts have covered a multitude of events in the Baltimore area . . . the installation of the new Catholic Archbishop at the Cathedral . . . the Johns Hopkins Science Review from the University Campus . . . the Maryland Yacht Club and the Wilson Point Regattas . . . The Eastern Open Golf Tournament . . . the Mad Hatters Ball at the Sheraton-Belvedere . . . Cooking School from the Lexington Building . . . Football Games from the Naval Academy and from the Baltimore Municipal Stadium . . . 139 Wrestling Shows from the Coliseum . . . 85 National Amateur Shows from the stage of the Center Theatre . . . The Maryland Hunter Show from Timonium . . . 147 days of racing from Pimlico and Laurel . . . Christmas Eve Services from Old Saint Paul's Church . . . Dance from Polish Hall . . . 52 Baseball Games from the Stadium . . . 83 Basketball Games . . . Trotting Races from Baltimore Raceway . . . Soapbox Derby . . . 4-H Parade . . . Events in leading department stores . . . Political Banquets and luncheons . . . The Dedication of Friendship Airport . . . The Maryland State Fair.

Marylanders are accustomed to seeing the big buses roll up at important gatherings of all sorts. They are also used to thinking first of WMAR-TV when it comes to remotes. Why? Experience is the answer—experience and the know-how that comes with it.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

CTI's New System

(Continued from page 42)

compared with black and white." Although "mixed highs" are not needed in Uniplex, they can be used, CTI said.

Uniplex receiver circuit requirements are no more critical than for monochrome reception, CTI told FCC, and Uniplex sets would "accurately reproduce monochrome transmissions." They further will "operate with any presently disclosed direct-view tube, requiring therewith fewer additional tube sections over black-and-white than any other color television system so far proposed, and without sacrifice of fidelity."

Conversion of existing monochrome sets to receive Uniplex was termed practical "through the use of a single, small, inexpensive, unit in addition to a direct view tube."

CTI further claimed Uniplex could be coaxial cabled without loss of color, although detail would suffer the same as present monochrome.

All complexities added to the standard monochrome systems to produce Uniplex are made at the transmitter, CTI explained, "and even there are more apparent than real. The component assemblies are themselves well known and tried, and although highly accurate in operation no high precision of manufacture or assembly is required beyond those inherent in all television systems."

Comment to Mr. Matthews on the new Uniplex system by Andrew F. Inglis, member of the Washington consulting engineering firm of McIntosh & Inglis, was attached to the petition as an exhibit. He said his reaction generally "has been entirely favorable." Mr. Inglis stated:

The Uniplex system is completely compatible, because it employs a line and field rate identical to standard black-and-white, and the transmitted synchronizing waveform is so nearly the same as for standard monochrome that there seems little doubt but that any commercial black and white receiver will be properly synchronized by it.

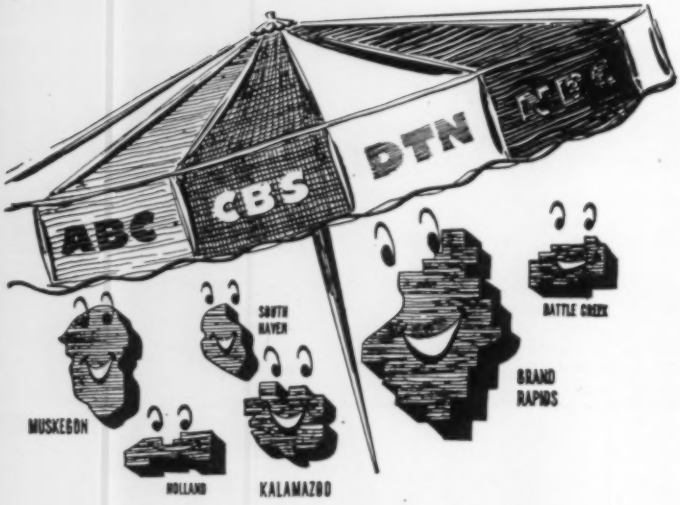
Insofar as can be determined by theoretical considerations, there seems to be no reason to believe that problems of co-channel and adjacent channel interference, noise, oscillator radiation, and the like will be any more severe than with standard monochrome.

As compared with the dot sequential system proposed by RCA, your Uniplex system has a number of very important advantages. The receiver will be simpler, cheaper and more reliable, because no complex timing and sampling circuits are required. Considering the investment of the public involved, the import of this factor cannot be overestimated. The method of transmitting color information is inherently more stable; consequently the color fidelity will be superior. Color crosstalk can be substantially reduced, as compared with the RCA dot sequential system. Finally, although experimental proof would be particularly desirable here, theoretical considerations indicate that interference, noise, oscillator radiation and the like would affect this system less than that of RCA.

As compared with the field sequential system proposed by CBS, your system has the tremendous advantage of compatibility. In addition, full geometric resolution is obtainable on black-and-white receivers without the addition of dot interlace or other additional circuitry.

In summary, I believe that your new Uniplex system could well be described as "dash sequential system." As such, it retains the desirable features of the dot sequential system, but because of its slower color switching rate very real advantages are obtained.

nothing but smiles under our umbrella!



WLAV-TV

CHANNEL 7 — GRAND RAPIDS

ONE YEAR OF SOLID SERVICE

Represented by John Pearson

'Fighting Phils'

PHILADELPHIA's "fighting Phils," strong sentimental favorites to win the National League pennant, hit the road recently with the knowledge that the city is backing them to the last. An ad placed in the *Philadelphia Bulletin* by Donald Thornburgh, president, WCAU Inc., noted "the Phils are at bat . . . business can wait." He called on fans to turn out in large numbers for the Phils' last home game before embarking on their final western swing. "For those who cannot attend in person . . . and we sincerely hope that all of you can and will . . . the game will be televised on WCAU-TV at 8 p.m.," Mr. Thornburgh added.

AUTHORS LEAGUE

SWG Approves TV Plan

SCREEN Writers Guild membership in Hollywood last week approved the plan of the Authors League of America to ask for immediate negotiations with a TV network. Agencies and producers are to establish a uniform contract for writers.

Major provisions sought by SWG will include that of enabling writers to sell material on a one-time-only basis with the writer retaining all subsequent rights and a pay scale where the writer will be guaranteed a fixed percentage of the total package price. In another action, SWG, opening contract talks with major motion picture studios, indicated that it would seek wide-spread revisions of the entire rights picture. It announced that separation of story rights would be a major goal and set up seven divisions of rights, including one for television, radio and motion pictures (theatre television).

Static & Snow

(Continued from page 38)

after long lay-off, now splurging heavily into spot radio, both day and night. So:

The cigarette that sells and sells is the cigarette that tells and tells

Its story to each Jill and Joe from Kankakee to Kokomo,

From Broadway to the Golden Gate, to every town and every state.

Now, after wandering from the fold, comes Lucky Strike dispensing gold

In quest of spots, both day and night, to set its distribution right.

And radio's sure to stand the test of "men who know tobacco best."

Educators Eye TV

(Continued from page 51)

taught TV this summer at its radio workshop and plans to produce programs at San Francisco. State College of Corvallis, Oregon, has been receiving programs originating at KING-TV Seattle in a unique relay and booster system which provides TV fare in an area not yet available because Portland does not have its own outlet. U. of Washington, in addition, is producing programs which are carried over KING-TV.

Dr. Dunham concluded that the bulk of the activity now underway is the preparatory stage of "education's effort to have its own television facilities wherever practicable." The government official added "the cooperation of present TV stations has been one of the most significant acts of good will toward education and the great potential TV possesses for bringing enlightenment and understanding to a great new audience of our people."

NTFC ELECTION

Officers Nominated

ANNUAL nomination and election of officers for the National Television Film Council, most of which is conducted by mail, began last week with a meeting in New York.

Although nominations by mail are yet to be received, the following were nominated at the meeting: For president, Andy Jaeger, DuMont, and J. A. Maurer, J. A. Maurer Co.; for vice president, Paul White, International Video; Andy Jaeger; John Mitchell, United Artists; Ed Carroll, DuMont; Helen Buck, WCAU Philadelphia; for secretary, Jack Kopstein, Atlantic Television; Connie Lazaar, Film Equity Corp.; William Black; for treasurer, Ed Evans, RKO Pathe Television; Burt Hecht, Bill Strum Studios; William Black.

For Board of Directors, Robert Paskow, WATV Newark; Melvin L. Gold, National Screen Service; Waldo Mayo, Mayo Video; William Holland, Hyperion Film; Sally Perle, Mesal Organizations; Ed Carroll; Ed Evans; Joe Seiden, Cinema Service Corp.; Andy Jaeger; Elaine Philips, WSPD-TV Toledo; Helen Buck; Eugene Scharin, Scharin Productions; Jeles Bricken, Columbia Television; Paul White; Jack Kopstein; Nicholas Farkas, Farkas Productions; Dick Strome, Dick Strome Productions, Philadelphia, and Frank Freeman.

Election results will be announced Sept. 27 at an all-day meeting in New York at which the sixth quarterly forum will also be held.

Insurance Spots

NATIONAL Board of Fire Underwriters has produced three television spot announcements, each 20 seconds long, for use by insurance agents placing time on local TV stations. Films intended to be used in 30-second segment, leaving 10 seconds for local agent's announcement.

TODDY PICTURES CO., 723 Seventh Ave., New York, producer of Negro pictures, has released six of its outstanding Negro features for television. Included are: musical "Harlem on the Prairies"; "Prison Bait," starring Louise Beavers in a drama on reform schools, and "Bronze Venus" with Lena Horne and other stars.

* * *

Television Cartoons Inc., 155 W. 68th St., New York, has produced for **Harrison Mfg. Co.**, Norwalk, Conn., two one-minute TV commercials for PREEN, floor cleaner and wax. Films to debut in Philadelphia, Baltimore and Syracuse. Agency: **J. M. Mathes**, New York . . . **Ted Byron**, formerly N. W. Ayer & Son Inc. script and production supervisor in motion picture and TV department, joins IMPPRO Inc., Los Angeles (film producers), as director of newly established TV commercials department.

Filmakers, Hollywood motion picture producer, has signed with **PRB Inc.**, New York and Hollywood radio and TV package firm, to promote special television exploitation of three new films. PRB Inc. will launch campaign in key cities after market analysis of networks and independent stations and in addition study will be made of one, two, three and five-minute spot trailers and cartoons.

Phil Bloom joins **Snader Telescriptions Corp.**, Hollywood, as talent buyer. Diana Lynn and Count Basie recently signed for firm's three-minute musical films . . . **William Perillo**, assistant television coordinator, Cascade Pictures, Los Angeles, joins **TV Ads Inc.**, same city, as general sales manager.

* * *

Border Productions, 6533 Hollywood Blvd., Hollywood, has completed first in series of 13 quarter-hour Western films titled *Men In Black*. **Ed Paul Phillips**, associate producer; **Wallace Crissell**, director. Principals in firm are **Russ Whiteman**, **Dorothy N. Raison** and **J. Henry Kruse**.

Mutual Television Productions Inc., new firm, producing series of TV films. Located at 9118 Sunset Blvd., Hollywood, telephone Crestview 4-6233. First of series will be *These Are Our Children*, based on stories from Children's Home Society, California adoption society. President of firm is **Edward M. Gray**; vice presidents, **Rudolph Monter** and **Sig Neufeld**; **William Cane**, treasurer; **Victor Mindlin**, secretary.

* * *

Television Features Inc., New York, division of **Larry Gordon Studios**, has appointed **Hartman Adv.**, Syracuse, as regional representative in central New York Area. . . . **INS-Telenews** weekly newsreel review to be sponsored in three new markets, and sports reel on WJAR-TV Providence, sponsored by **Narragansett Brewing Co.** Agency, Standish, same city. Weekly review on WBNS-TV Columbus, sponsored by **Hudson** dealers; on WDSU-TV New Orleans, sponsored by **Graybar Electric Co.**, and on WDTV (TV) Pittsburgh, by **Disco** coal.

film report

TV's Gate Effect

(Continued from page 42)

is granting exclusive TV rights to its gridiron schedule. Originally Penn had signed a long-term exclusive contract with WPTZ (TV) Philadelphia. It was learned, however, that high university officials felt an institution partly supported by public funds should not limit its telecasting privileges.

ABC is understood to have signed a contract with Penn for rights to the games on a non-exclusive basis. Price is said to have been $75,000 plus incidentals bringing the total to $100,000. Thus far ABC has not announced sale of the games to a sponsor. Others desiring to carry the games can still acquire rights, according to the contract terms.

Growing sentiment against granting of exclusive rights for theatre television of games is developing. Protest against the Western Conference project was made by Lyle DeMoss, assistant general manager of WOW-TV Omaha, in a letter to NAB President Justin Miller.

"This is unfair at the outset," Mr. DeMoss wrote, "something in the nature of restraint of trade. Here we find that a university supported by taxpayers' money has suddenly decided against television and broadcasting and has placed certain restrictions upon this industry that are sometimes hard to imagine, and yet without fear of being tramped on in any way, shape or form, has given over its facilities to theatre television."

WSAZ-TV Relay

BARRING unforeseen circumstance WSAZ-TV Huntington, W. Va., planned inauguration of network service between Huntington and Cincinnati Sept. 3 (yesterday). Completion of the relay was expected with the erection of the Number 3 tower last Friday, according to a station announcement earlier last week.

The *Gray* TELOP makes PROFITS GROW for TV Stations

DUAL PROJECTION

SUPERIMPOSITION, LAP DISSOLVE or FADE-OUT

with NO KEYSTONING

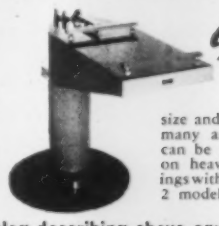
THE *Gray* TELOP GIVES YOU EASY, LOW COST TV COMMERCIALS

The Gray TELOP projects from *FOUR optical openings:* photos, art work, transparencies, strip material or *small objects.* SOLVED is the problem of low budget yet visually exciting TV commercials! News flashes, news photos, temperature and time announcements, slides for lecture illustration, for station and sponsor identification . . . are efficiently composed for direct televising or with accompanying sound and commentary. *Packs interest and profit into every minute of your TV schedule!*

THE GRAY TELOP AND ACCESSORIES ARE WIDELY USED BY NETWORKS AND INDEPENDENT TV STATIONS

Gray MULTIPLEXER

Enables operation of pairs of projectors simultaneously into a single TV camera or individually into two separate cameras. PROTECTS AGAINST CAMERA CHAIN FAILURE BY QUICK THROW-OVER TO STANDBY CHAIN.



Gray TV CAMERA TURRETS

Enable a single camera to serve several projectors. Depending on size and optical throw, as many as eight projectors can be used. Rotate 360° on heavy precision bearings with exact positioning. 2 models: #556 and #430

Ask for Gray TV Catalog describing above equipment.

GRAY RESEARCH and Development Co., Inc.

24 Arbor St., Hartford 1, Conn.

Division of The GRAY MANUFACTURING COMPANY · Originators of the Gray Telephone Pay Station and the Gray Audograph

NEW YORK AUDIENCE

Pulse Shows 732,000 'Out-of-Home' Viewers

WOR-TV New York last week released an analysis of a Pulse Inc. survey which indicates there is an average daily total audience of 732,400 "out-of-home" television viewers in the New York area.

The survey was described by the station as the first serious effort to count the "bonus" TV audience which consists of people who do not own sets of their own as well as members of TV-owning families watching television in places other than their own homes.

Of the total daily out-of-home audience of 732,400, 78.4% were people who did not own sets. The balance were members of TV families.

During the average quarter hour, from noon to midnight, out-of-home viewing accounted for a 12.8% increase in the total TV audience. The average quarter hour out-of-home viewing between 8 and 11 p.m. added 16.4% to the home audience, such viewing throughout the entire night—6-11 p.m.—added 14.1%, and in the afternoon—12 noon to 6 p.m.—added 9.7%.

Most of the bonus audience did its TV viewing while visiting in homes other than its own—69.1% of the total at nighttime and 61.5% in daytime.

The audience watching TV in bars and grills accounted for 20.7% of the total out-of-home audience at night and 32.4% in the daytime. In the survey, the rest of the viewing was done in "other public places."

The WOR report was prepared under the direction of Robert Hoffman, station research director, and based on a Pulse Inc. survey of 12 counties in metropolitan New York July 5 through July 11.

"WSYR-TV has come in good"

Chateaugay ● 160 miles ★ WSYR-TV

160 MILES AWAY!

News item from page 1 of the Chateaugay *Record* of May 26, 1950: "Television reception in Chateaugay that most thought would not be an accomplished fact for many years became a reality this week. Ray Lucia . . . now is enjoying televised programs nightly at his Lake Street home . . . WSYR-TV has come in good. Ray reports that when he was down in Syracuse last week the experts down there just couldn't believe television would carry this far."

Chateaugay is 160 air miles from Syracuse. Yes, WSYR-TV really covers the great Central New York Market — and points north, south, east and west.

WSYR SYRACUSE TV channel 5

NBC Affiliate in Central New York

HEADLEY-REED, *National Representatives*

EDUCATORS MEET

TV-Radio Covered

THE nation's three journalism education associations last week voted to become the Assn. for Education in Journalism, effective Jan. 1, 1951.

Meeting at a joint convention on the U. of Wisconsin campus in Madison, delegates elected as officers of the new organization the following: Ralph O. Nafziger, U. of Wisconsin, president; J. Edward Gerald, U. of Minnesota, first vice president; Donald Burchard, Texas A&M, second vice president; Elmer J. Beth, U. of Kansas, secretary-treasurer 1951 convention to be held during next summer at U. of Illinois.

The convention's council on radio journalism re-elected as chairman Prof. Floyd K. Baskette of the U. of Colorado, and Robert K. Richards, public affairs director of NAB, secretary-treasurer. Mr. Richards and Karl Koerper, vice president and general manager of KMBC Kansas City, Mo., were the only industry representatives at the meeting.

The importance and problems of television news were highlighted during the radio journalism council's panel discussion. Participants included Prof. Baskette, Mr. Richards, Mr. Koerper, Prof. Mitchell V. Charnley of the U. of Minnesota and Prof. Baskett P. Mosse of Northwestern U.

Sells Dogs

WTVJ (TV) Miami, Fla., has a new twist—and a profitable one—on "going to the dogs." Station reports the *Alec Gibson Show*, five-a-week afternoon disc jockey program, sold out a kennel in two five-minute "pitches." The dogs were shown by a kennel mistress on the program during which Mr. Gibson quoted the prices and gave the studio's phone numbers. Phones started to ring immediately. For the $42.50 the two announcements cost, the kennel took in $625. Only one dog had been sold in four days of newspaper advertising, the kennel mistress told Mr. Gibson.

SAFETY PROGRAM

Dr. Pepper Sets TV Drive

IN a campaign now breaking in Texas and other cities, the first concerted use of TV by Dr. Pepper is accompanying the soft drink company's "Back-to-School" safety promotion.

Sound-on-film spots, featuring football star Doak Walker, will be used in TV markets in many parts of the country. Spots will include

Safety promotion is discussed by (l to r) A. H. Caperton, advertising manager, Dr. Pepper Co.; Mr. Walker, and Roger Bacon, Dallas office, Ruthrauff & Ryan.

* * *

bids for kid viewers to sign a "Safety Honor Roll" and become members in the "Dr. Pepper Safety Legion."

Safety jingles will be aired, such as:

"Jack Woke Up A-Seein' Stars
Got Hit Running 'Tween Parked Cars"
or
"Here Lies Daring Dwight
Crossed the Street Against the Light."

National Safety Council is cooperating with Dr. Pepper.

VIDEODEX EXPANDS

National Survey Prepared

JAY & GRAHAM Research Inc., Chicago, announced last week the expansion of its Videodex to a national television audience survey.

The new Videodex national report will cover individual market ratings of all interconnected TV cities and a 62-market supplement report, the combination of the two producing a national rating covering all TV markets. Videodex is a diary service based on a sample of 8,500 homes. Information it will provide nationally includes figures on sets in use, ratings, share of audiences and numbers of men, women and children per set.

CANASTA FILMS

Offered to TV Stations

FILM showing how to play canasta will be produced and offered "free-of-charge" to television stations, if they are interested, according to a circular letter sent TV program directors by H. Wilson Lloyd, executive secretary of the Assn. of American Playing Card Mfrs., 420 Lexington Ave., New York 17.

Mr. Lloyd's letter states that the association represents the card manufacturing industry in general.

upcoming

NAB District Meetings

Sept. 7-8: Dist. 13, Plaza Hotel, San Antonio.

Sept. 11-12: Dist. 14, Colorado Hotel, Glenwood Springs, Col.

Sept. 14-15: Dist. 8, Lincoln Hotel, Indianapolis.

Sept. 18-19: Dist. 7, Terrace Plaza Hotel, Cincinnati.

Sept. 21-22: Dist. 9, Northernaire Hotel, Three Lakes, Wis.

Sept. 25-26: Dist. 11, St. Paul Hotel, St. Paul.

Sept. 28-29: Dist. 10, Chase Hotel, St. Louis.

Oct. 2-3: Dist. 12, Tulsa Hotel, Tulsa.

Oct. 6-7: Dist. 3, Bedford Springs Hotel, Bedford, Pa.

Oct. 9-10: Dist. 1, Somerset Hotel, Boston.

Oct. 12-13: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Oct. 26-27: Dist. 6, Roosevelt Hotel, New Orleans.

Nov. 2-3: Dist. 4, Williamsburg Inn and Lodge, Williamsburg, Va.

Nov. 9-10: Dist. 5; Ansley Hotel, Atlanta.

Sept. 18-21: Financial Public Relations Assn. Convention, Hotel Statler, Boston.

Sept. 19-20: Canadian Broadcasting Corp. Board of Governors, Vancouver.

Sept. 23-30: National Television & Electronics Exposition, 69th Regiment Armory, New York.

Sept. 25-27: 41st Annual Meeting Assn. of National Advertisers, Drake Hotel, Chicago.

Sept. 28-29: National Retail Dry Goods Assn. Radio-TV Workshop, Hotel Statler, New York.

Sept. 30-Oct. 7: Canadian Radio Week.

Oct. 5: Second International Advertising Convention, Hotel Plaza, New York.

Oct. 6-7: Ohio State U.'s annual advertising and sales promotion conference, Columbus.

Oct. 9-March 19: Advertising & Selling Course, Advertising Club of New York, New York.

Oct. 18-21: NBC Annual Affiliates' Meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

Oct. 23-24: North Carolina Assn. of Broadcasters, Mid-Pines Club, Southern Pines, N. C.

Oct. 30-Nov. 1: Radio-Television Mfrs. Assn. and Institute of Radio Engineers, Hotel Syracuse, Syracuse, N. Y.

Nov. 16-18: National Assn. of Radio News Directors convention, Hotel Sherman, Chicago.

FILM CONTRACTS

SAG Members Warned

DECLARING many contracts do not restrict the use of film to TV, Screen Actors Guild board of directors has cautioned members on signing personal service pacts with producers before thoroughly investigating such deals.

"Even though the producer states verbally that the film is being made only for television," the board said in a directive, "there is nothing to prevent such film from being shown in theatres and elsewhere unless you insist on a special clause in the contract, limiting the picture's use to television. If the producer has signed the guild's basic contract, the actor is protected."

XUM

NEW SEASON STARTS SUNDAY, SEPT. 10

USS STEEL

U.S. STEEL HOUR

again presents radio's award-winning

Theatre Guild on the Air

Another big year of outstanding stage and screen hits! Coming up this season: *The Third Man; Come Back, Little Sheba; The Fallen Idol; There Shall Be No Night; Edward, My Son; A Farewell to Arms*... and many more!

SUNDAYS
8:30 p.m. (E.D.T.)
NBC NETWORK

Tulsa Income Per Family Is Above Average

City a 'Rich Market' in National Surveys on Purchasing Wealth

NEW YORK, Aug. 12—Tulsa stands out as a rich market, with income and spending at a level above that of most other cities in the United States.

This is brought out in a new, copyrighted survey of buying power, prepared by Sales Management.

The high standard of living prevailing in Tulsa is indicated by the volume of retail business done in the past year. The local stores registered a sales total of $225,835,000, which was above the city's quota.

The ability of local families to spend more was made possible by better incomes. The 64,100 families in Tulsa attained a net income, after deductions of personal taxes, of $323,598,000.

Dividing one by the other yields a per family average income of $5,048, which was higher than the $4,474 national figure and than the $3,626 earned per family in the West South Central States. In Oklahoma, it was $3,209.

These are arithmetical averages, it is noted, and are substantially higher than the "median" figures

Yes, the Tulsa market is above average, the Tulsa market area market is the No. 1 Market in Oklahoma. With a concentrated 34.8% of Oklahoma's land area this Tulsa market area has 47% of the state's population; 45% of the retail sales; 46% of the effective buying power; and 47% of the bank deposits.

AND KVOO ALONE BLANKETS THE TULSA MARKET AREA

The 1949 BMB report shows each of the 30 counties in the Tulsa Market Area of Northeast Oklahoma, plus 13 counties in Kansas, Missouri, and Arkansas within KVOO's 50-100% daytime area. KVOO also has the highest overall Hooper rating in Tulsa.

50,000 Watts Day & Night

KVOO

Edward Petry & Co., Inc.,

National Representatives

Muir Expulsion

(Continued from page 23)

pro-communist actors, writers, producers, and directors.

The Joint Committee against communism said it had "a constituency of two million members," including state commanders of the American Legion, Catholic War Veterans, Veterans of Foreign Wars, and Amvets, and leaders of such other groups as the Sons of the American Revolution and the American Jewish League Against Communism Inc.

The special subcommittee on radio appointed last week was announced by Rabbi Benjamin Schultz, coordinator of the joint committee. Its co-chairmen are Theodore Kirkpatrick, editor of *Counterattack*, and Stephen C. Chess, Queens County commander of the Catholic War Veterans.

"Hester McCullough was appointed an associate member of the Radio Committee, although she lives in Connecticut," Rabbi Schultz announced.

Mrs. McCullough, it was recalled, was recently sued for libel by Larry Adler, harmonica virtuoso, and Paul Draper, dancer, on the grounds that she had falsely accused them of pro-communist activities. The suit ended in a hung jury.

It was learned authoritatively that Mrs. McCullough was one of those who telephoned a protest over Miss Muir to NBC.

To Watch Networks

According to Rabbi Schultz's announcement, "the radio committee will watch national networks even though The Joint Committee Against Communism in New York consists primarily of New York state residents. It has already been assured the assistance of local patriotic organizations from coast to coast."

Commenting on the incident involving Miss Muir, Rabbi Schultz said:

In a way, it is unfortunate that Miss Muir's name was singled out. Of course, that had to be, because the Aldrich program was imminent. But there are others on radio and television who are just as bad and, as yet, untouched.

The Radio Committee, in coming months, expects to be of assistance to networks and stations in spotlighting the records of certain personalities. A pro-Communist uses his radio prestige, always, to entice people into subversive organizations.

He said a meeting of the Radio Committee would be held this week.

Miss Muir described the accusations that had been leveled against her as "most unfair and most unjust." She said:

I am terribly shocked and heartsick about the whole thing . . . I can only repeat what I said before, that I am not a Communist, have never been one and believe that the Communists represent a vicious and destructive force and am opposed to them.

It seems unbelievable that an actress can have such a setback to her livelihood and career based on nothing more than unsubstantiated accusations made over the telephone and by telegram. General Foods Corp. itself makes clear in its statement that they have not gone into the truth of the charges and in no way support them or believe them true. That their action was based on threats and pressure which they thought might possibly be harmful to the sales of their products is further proved by the fact that I am being paid in full for my 18-week contract which could have been legally cancelled if the charges were true. All this seems most unfair and unjust.

In its statement General Foods said it "wishes it understood that it is in no way passing judgment on the merits of these protests it has received."

General Foods Policy

Its policy, the sponsor said, was as follows:

One of the fundamental objectives of General Foods advertising is to create a favorable and receptive attitude toward its products among the largest possible number of consumers. The use of controversial personalities and the discussion of controversial subjects in our advertising may provoke unfavorable criticism and even antagonism among sizeable groups of consumers.

Such reactions injure both acceptance of our products and our public relations. General Foods advertising, therefore, avoids the use of material and personalities which, in its judgment, are controversial.

NBC refrained from all comment on the explusion of Miss Muir. The network took that position that her contract was with General Foods and thus none of the network's business.

Miss Muir is the wife of Henry Jaffe, legal counsel for the American Federation of Radio Artists. AFRA, at its Chicago convention three weeks ago, adopted a strong anti-communist resolution directing that communists be barred or expelled from membership.

The technique used in protesting Miss Muir's appearance on *The Aldrich Family* was that which recent American Legion pamphlet has recommended [BROADCASTING, Aug. 14].

The pamphlet urged readers to protest to sponsors rather than to radio and television broadcasters.

"You pay for the show by buying their products," the pamphlet said, "and you have the right without necessity of any explanation for objecting to any entertainer [illegible] as you have the right to hoot a ham off the stage."

The pamphlet added: "Don't let the sponsor pass the buck back to you by demanding 'proof' of communist fronting by some character about whom you have complained. You don't have to prove anything. You simply do not like so-and-so on their programs and will stop buying their products and listening to their shows until he or she is removed."

KCMO CONTROL

Payne's 1/3 Interest Retired

CONSENT was granted by FCC last week to voluntary acquisition of control of KCMO-AM-FM Kansas City, Mo., by Tom L. Evans and Lester E. Cox through retirement of a one-third interest in the station by Clive C. Payne. Consideration involved is $200,000.

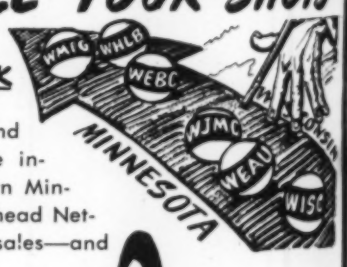
Mr. Payne sold his 200 shares in KCMO Broadcasting Corp., licensee of the stations, to the firm. The stock is to be retired as treasury stock. KCMO is assigned 810 kc with 50 kw daytime, 10 kw nighttime, directional. It is an ABC outlet.

Messrs. Evans and Cox also have each held 200 shares in KCMO, but as part of the transaction each transfers two shares to his son, Richard W. Evans and Lester L. Cox respectively. Tom Evans is president of KCMO while Lester E. Cox is vice president and Richard Evans is secretary-treasurer.

In addition, the transfer involves a voting trust agreement between Lester E. Cox and Tom Evans whereby the latter will act as voting trustee for the stock of the former for the sole purpose of causing a board of directors to be elected at the stockholders' annual meeting. Mr. Evans will nominate three of the five board members while Mr. Cox will nominate the other two.

In addition to his KCMO interest, Lester L. Cox is treasurer and 36.5% owner of KOAM Pittsburg, Kan. He has a number of other non-radio interests.

YOU CAN CALL YOUR SHOTS ON THE ARROWHEAD NETWORK



To cover the rich dairyland markets of Wisconsin; the industrial centers of Northern Minnesota . . . use the Arrowhead Network. You're interested in sales—and that's what we deliver!

ARROWHEAD NETWORK

WMFG HIBBING | WHLB VIRGINIA | WEBC DULUTH | WJMC RICE LAKE | WEAU EAU CLAIRE | WISC MADISON

Represented nationally by RA-TEL Reps., Inc. and regionally by BULMER-JOHNSON, Inc. Mpls.

LBS Plans

(Continued from page 25)

e income per family in the pri-ary area, the power and fre-ency of the station and the mber of competitors in the area well as whether or not the sta-n is a fulltime operation. rough the use of these factors combination with a basic curve dicating monetary quantities ailable for luxury expenditures various family income levels a ice is arrived at which will en-le the station to use Liberty as extremely profitable tool, both ancially and audiencewise.

Liberty is simultaneously taking tion on time periods such that present expanding sales efforts uld more than absorb the arges to the stations and put the tations on a money receiving basis ithin a year to 18 months, he id. Morgan Ryan, Liberty's na-nal sales director, formerly a les executive with ABC, is build-g his New York staff in Liberty's fices in that city. Working with m is Liberty's West Coast opera-ns vice president, Benton schall.

Six Regional Groups

The nature of Liberty's line setup such that regional as well as tional sales are to be handled, d the country is at present di-ded into six regionals for this rpose. This flexibility of opera-n will provide a better revenue r the stations and at the same me enable the national advertiser purchase areas where his prod-t needs a shot in the arm, or here he desires a test campaign, where he wants to use a sec-nal promotion, network officials lieve.

Liberty's regionals are put to-ther on the basis of sectional verage of areas with like habits, dustry and ideas, tailored to do job for national advertisers on full-time basis.

In the realm of programming, iberty has offered new ideas that e described as successful. Mr. ster said the Liberty minstrel ow is an entirely new concept in dio in that a full-scale musical d comedy show will be aired in e mornings. Our feeling is that ch counter-programming will ovide a vastly enlarged audience r our stations and at the same me provide local sponsors with vehicle that will enable them to sell with marked effect against any national sponsor who might be on another station at the same time. The *Liberty Minstrels* will be a daily hour of old-fashioned minstrel lore with a quartet, 16-piece band and four end men.

Liberty's *Disc Jockey Roundtable* is a brand new show. Each day for an hour LBS will air a top disc jockey from a different city. The dry humor of the midwest will match wit and wisdom with the philosophy and comedy of New England. West Coast sharpies from Los Angeles will be offered for the listeners comparison with the back fence chatter of a Miami platter spinner.

Claimed Traffic Getter

Cross Words and Sweet Music is described as a top flight sponsor getter because it produces store traffic. Every day in every city in America millions of cross word puzzles go into American homes. Forms for playing the games are picked up at the sponsor's outlet and the hints as to the words to fill in the blanks are in the form of musical numbers.

Great Days in Sports is another LBS program. Every day Liberty will offer its affiliates a re-creation of a great sporting event of the past. A daily 15-minute program direct from Lake Success will be included in news and public service coverage. Liberty's news coverage will feature up-to-the-minute newscasts from Washington.

From New York each day Eloise McElhone, longtime television and radio star, will provide Liberty listeners with the latest in New York gossip along with an around-the-town coverage of the latest in radio, stage and other entertainment media. Supplementing her coverage will be a Hollywood columnist. Nightly the network will offer its listeners top sporting events.

Football Coverage

Liberty claims its football coverage will surpass that of any other network. Saturdays will kickoff with the Army games featuring Ted Husing, followed by a West Coast game-of-the-day with Pacific Coast announcers. Louisiana State games featuring Gordon McLendon will follow as the nightcap of this triple-header Saturday football schedule.

To top off this sports weekend Liberty will offer the New York Yanks games featuring Gordon McLendon, and the New York Giants games featuring Ted Husing. The two teams will provide on approximately alternate Sundays, coverage of an eastern game and then following this Liberty will offer a West Coast Professional game.

Liberty believes its coverage of sports and news combined with its outstanding weekday programming offers a major threat to the other networks as an audience puller. Programming tailored to mass America is the aim of Liberty's staff.

WAVE CAN'T PULL DOWN SHADE (Ky.)!

Some stations reach for Shade (Ky.). But not WAVE. We shutter to think of trying to get *results* for you advertisers, 'way out there in the dark!

No, WAVE concentrates on the really big, really important Louisville Trading Area. In these 27 counties, WAVE listeners do almost as much *business* as all the people in all the rest of Kentucky—have a 40% better standard of living than the average *outside* our area!

As far as we're concerned, it's curtains for Shade. Maybe that would be wise for you, too. Let's throw back the blinds, and *see!*

LOUISVILLE'S WAVE

NBC AFFILIATE

5000 WATTS . 970 KC

FREE & PETERS, INC., NATIONAL REPRESENTATIVES

ELECTRONICS NEEDS

Defense Needs Studied

ELECTRONICS staff of the Munitions Board currently has under way 30-60 day study program to explore the military requirements for fabricated component parts, it was revealed last week. The study is being carried out by communications and electronics specialists of the Defense Dept.

This development is the outgrowth of a recent meeting of defense, NSRB and board officials with industry representatives comprising the Electronics Industry Advisory Committee headed by Fred Lack, vice president of Western Electric Co., and including members of Radio-Television Mfrs. Assn. [BROADCASTING, Aug. 21].

Government officials also are currently eyeing a $10 billion defense supplemental bill now before Congress, which includes an outlay of $2.646 billion for electronics, artillery and other major procurement. Funds to be channeled eventually to electronics will go largely into so-called "end" equipment.

Another result of the Aug. 14 session at the Pentagon was the appointment of a five-man electronics subcommittee under the chairmanship of H. J. Hoffman, vice president, Machlett Labs Inc. to explore availability of radio transmitting tubes in the industry.

Other members, according to Marvin Hobbs, chief of the Munitions Board's electronics division, are: C. E. Burnett, RCA-Victor; Sam Norris, Amperex Electronics Corp.; G. W. Henyan, General Electric Co.; and J. A. McCullough, Eitel-McCullough Inc.

Other subcommittees also will be named, from time to time, to study other equipment phases of industrial mobilization and procurement, according to Mr. Hobbs.

But, the board added, the prices will provide "an incentive for efficient performance by establishing an adequate margin of profit. . . ." Effect of the policy will be to conserve limited manpower, materials, facilities and other controls.

Additionally, a revision in stockpiling buying policy, as laid down by John R. Steelman, special assistant to the President, would permit payments above market prices to domestic producers in special cases where necessary to stimulate output of "highly essential material and scarce materials."

On the manufacturers' front, distributors have advised Radio-Television Mfrs. Assn. that they have had to allocate certain component parts because of "unusual demands" by dealers since the Korean outbreak. Some dealers reportedly were trying to hoard some components in short supply, with result that receiving tubes, resistors, antennas, TV tubes and condensers are being allocated by parts distributors in the New York area.

Robert C. Sprague, RTMA president, stated, however, that there is no immediate threat of serious shortages of replacement parts for servicing TV and radio receivers [BROADCASTING, Aug. 28].

de WOLF NAMED

U.S. Delegate to Geneva

FRANCIS COLT de WOLF, U. S. delegate to the Administrative Council of the International Telecommunication Union and chief of the State Dept.'s Telecommunications Policy Staff, will represent the U. S. government at the Council's fifth session, which got underway in Geneva last Friday.

Assisting Mr. de Wolf as advisors will be John M. Cates Jr., acting officer in charge of UN Cultural and Human Rights Affairs, State Dept., and Helen G. Kelly, special assistant to the telecommunications chief.

Smith to WOR Sales

APPOINTMENT of Louis A. Smith as manager of the western sales office in Chicago of WOR New York, effective tomorrow (Sept. 5), was announced last week by R. C. Maddux, vice president in charge of sales. Formerly with the Chicago office of Edward Petry & Co., Mr. Smith for the past three years operated his own advertising agency in Chicago.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Duchess

PETITE WALTZ

On Records: Larry Green-Three Suns—Vic. 20-3834; Jack Pleis—Lon. 762; Owen Bradley—Coral 60294; Nat Brandwynne—Col.*; Guy Lombardo—Dec.*

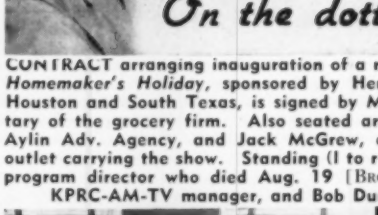
* soon to be released.

BMI

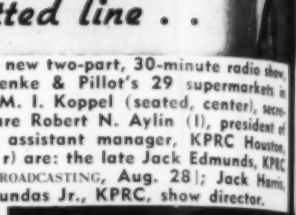
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

On the dotted line . .

CONTRACT arranging inauguration of a new two-part, 30-minute radio show, *Homemaker's Holiday*, sponsored by Henke & Pillot's 29 supermarkets in Houston and South Texas, is signed by M. I. Koppel (seated, center), secretary of the grocery firm. Also seated are Robert N. Aylin (l), president of Aylin Adv. Agency, and Jack McGrew, assistant manager, KPRC Houston, outlet carrying the show. Standing (l to r) are: the late Jack Edmunds, KPRC program director who died Aug. 19 [BROADCASTING, Aug. 28]; Jack Harris, KPRC-AM-TV manager, and Bob Dundas Jr., KPRC, show director.



WICHITA U. games on KFH-AM-FM Wichita, set by (l-r): Seated, Jim Trimble, Wichita athletic dir.; Clark Smith, div. mgr., Standard Oil Co., sponsor; Harry F. Corbin, pres., Wichita U.; standing, F. V. Webb, KFH g. m.; Glen Perkins, KFH annor.



CHRISTIAN H. ZOLLER, pres., C. Schmidt & Sons Inc., brewers, signs contract for evening news program *The War Today* on WCAU Philadelphia. Looking on are Commentator Charles Shaw (l) and Joseph T. Connelly, WCAU v. p. in charge of radio.

EDWARD R. MURROW (l), CBS commentator and news analyst, checks script for program sponsored by Quaker State Refining Corp. on CBS Pacific Network Tues. and Thurs., as Don Maggini, account executive, Kenyon & Eckhardt, Quaker State agency, looks on.

DISCUSSING new program by the Calif. Farm Bureau Federation and starting today (Sept. 4) on Don Lee-MBS, are: Ray B. Wiser (seated), bureau president; standing (l to r), Bert Buzzini, show's director; H. H. Marquis, West-Marquis Agency, and Merwyn McCabe, Don Lee.

ABC Central Division's program director, Leonard Blair (r), makes it a deal with Stanley Levey, Chicago manager of Frederic W. Ziv Co., for three transcribed shows to be aired on WENR Chicago. Programs are *Pleasure Parade, Its' Showtime From Hollywood* and *The Barry Wood Show.*

SETTING Sparton Radio & Television's sponsorship of *Big Joe's Happiness Exchange* on WINS New York are (l to r): Seated, C. W. Snider, Sparton adv.-sales promotion mgr.; K. T. Murphy, WINS co-director; standing, Wilmot Losee, WINS co-director; Joe Rosenfield, star of show.

CONGRESS

Sept. 15 Set as Tentative Closing Date

THE GO HOME move was on in Congress last week. Legislators, working feverishly to conclude work on such financial "musts" as appropriations and taxes, looked to a final chapter of law making by mid-September.

Already completed by the 81st Congress was the $32 billion omnibus appropriations bill. Means of gathering revenue to meet expenditures, swollen by defense needs, were hotly debated in the Senate. Special financing measures—such as paying for an expanded Voice of America—advanced on the legislative ladder (see adjoining story).

Congressional leaders pointed to a tentative target date—Sept. 15—for both houses to go into a continuous recess, subject to recall at the bidding of the President or as the result of an unforeseen international development. Senate Majority Leader Scott Lucas (D-Ill.) ordered day and night Senate sessions beginning tomorrow (Tuesday) in an effort to wind up its business "musts" by Sept. 9. The House, already in an extended recess over the Labor Day weekend (Sept. 1-12), was expected to continue recessing. On the special money, tax and anti-Communist bills, the lower branch would only need to provide a rule for conferees to be appointed.

Slowed by Speeches

But the Senate was in its traditional role as a deliberative body, slowed by speech making and lengthy debate processes. Senators last week wrangled over the tax revision bill, chief stumbling block being a movement to write in an excess profits tax and to repeal tax exemptions of cooperatives.

The single-package funds measure, cleared a fortnight ago [BROADCASTING, Aug 28], saved government agencies from an economy bloc's proposed 10% overall cut by containing a modification which would leave it up to the Bureau of the Budget to apply a $550 million "fat" trimming. This slice, the Budget Bureau indicated last week, would be applied mostly to such big moneyed projects as public works (road construction, rivers and harbors, etc.). FCC believed last week it would have to make only "very light" adjustments in personnel, travel and personal services.

Breakdown of funds for fiscal 1951 allotted under the omnibus bill follows:

FCC would receive $6,625,000, some $289,600 less than the President's first-of-the-year estimate; State Dept's international information program, embracing Voice of America operations, $32.7 million, $1.3 million less than the House recommended and nearly $3 million less than Mr. Truman's budget; Federal Trade Commission, $3,891,695, some $433,405 less than the President's request; Bureau of the Census, $28.5 million for its 17th Decennial Census; National Bureau of Standards allocation for radio propagation, $3 million.

Most of the funds cut from FTC's budget would have gone for expansion of its anti-monopoly legal work. The omnibus bill contained only an initial outlay for Voice of America and did not include the additional monies for an expanded Voice. New appropriations are contained in a separate measure not yet passed by Congress.

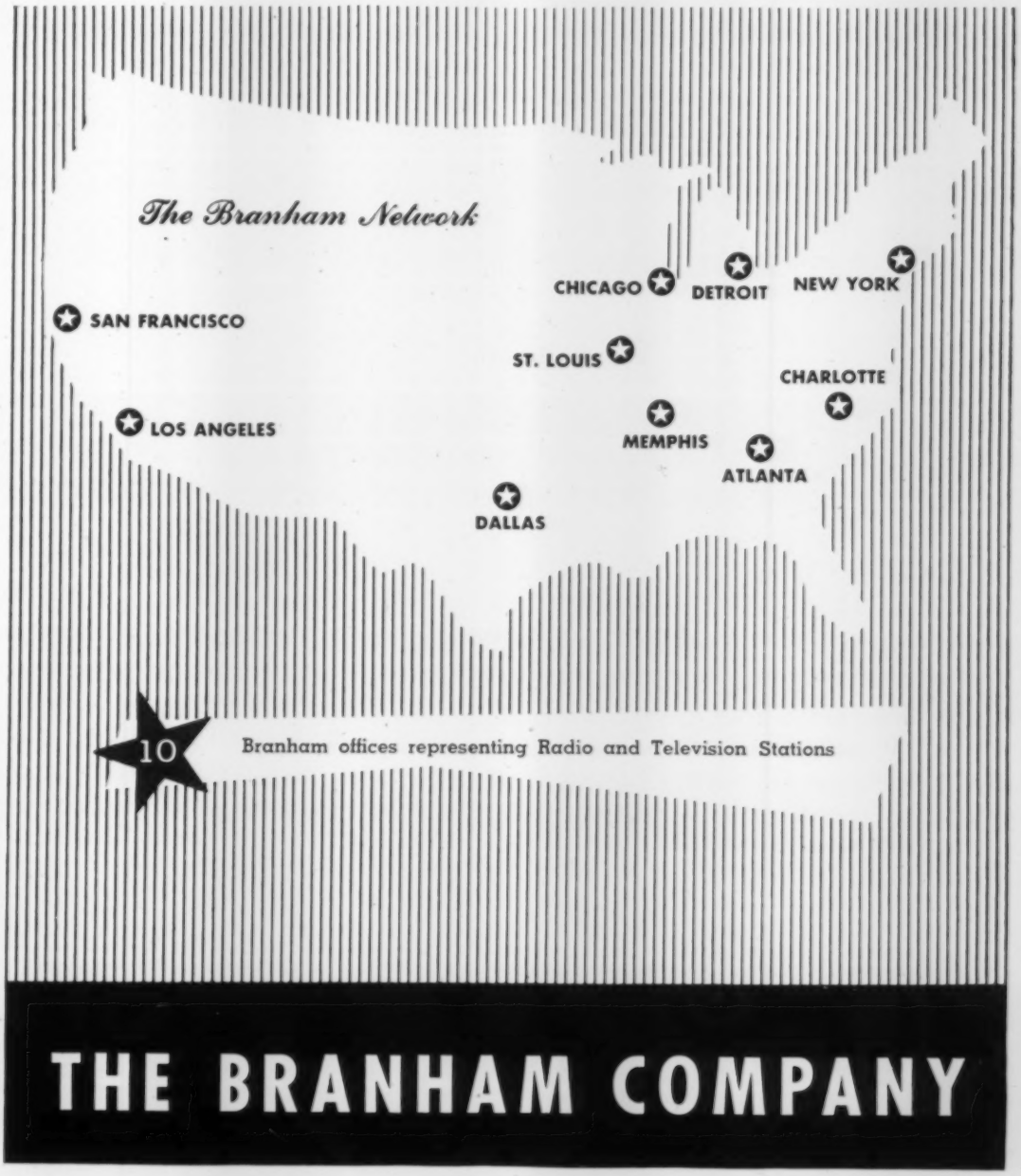
Tax Field Action

In the tax field, the revenue road was fast taking shape. Barring amendments by the Senate — to write in an excess profits levy, which the administration wishes to lie dormant until the first of the year, or to tack on a new levy for cooperatives—the tax bill would do the following of interest to the radio-TV industry:

- Tax profit making business enterprises of certain educational institutions—including their commercial radio or television stations.
- Boost corporation income taxes from which the government would gain some $1.5 billion a year.
- Apply a 10% federal excise tax on television sets at the manufacturing level to reap the government an estimated $42 million annually [TELECASTING, Aug. 21, 7].
- Give special tax incentives as encouragement to industry retooling for defense production.
- Delay an excess profits tax until 1951.

Other important effects of the proposed bill: (1) Would repeal 1945 and 1948 individual income tax reductions and make 10-20% increases effective Oct. 1 to be applied to one-fourth of the total 1950 income; (2) would hold in

(Continued on page 63)



THE BRANHAM COMPANY

CALL DON COOKE FOR
COMPLETE
COVERAGE
WASHINGTON, D.C.
WEAM
MUTUAL
5000 WATTS

Something New...

. . . for

SPORTS FANS in the PIEDMONT PLATEAU

WORD for the second year has been ordered by the American Oil Company to broadcast entire schedule of Washington Redskins.

Last year WORD introduced professional football in the Piedmont and it went over with a bang.

It is a sports pioneering like this which has caused WORD to become recognized as....

"The Sports Stations of the Piedmont"

ABC

WDXY-FM • DUPLICATION

WORD

SERVING THE HEART OF THE PIEDMONT

SPARTANBURG

● See *HOLLINGBERY*

VOICE FUNDS

Record Total May Be Granted

RECORD appropriations for 1950-51 Voice of America operations to spearhead the State Dept.'s new international propaganda offensive loomed brightly on Capitol Hill last week as the 81st Congress anxiously marked time looking toward recess.

In a Congressional session obviously strained by increasingly delicate international relations and the impact of the Korean war, most legislators have agreed that the United States must speed up its psychological warfare to counteract Russian propaganda, though a few questioned the effectiveness of the Voice output.

If the Senate goes along with the House on a proposed $48,890,000 supplemental outlay for Voice operation and new transmitting facilities, the State Dept.'s radio arm will be tabbed for nearly $60 million, including regular fiscal 1950-51 expenditures. This sum far surpasses any previously voted by any Congress, and contracts sharply with genuine doubt among many legislators that the Voice was worth the taxpayers' money.

Build New Stations

The record Voice outlay is near achievement. The additional funds —encompassing $7,602,000 for radio broadcasting and $41,288,000 for construction of six high power radio stations—are now pending before the Senate Appropriations Committee following House approval Aug. 26. The lower chamber backed fully the recommendations of the House Appropriations Committee, which urged the full Budget request for the Voice, though it cut other information activities [BROADCASTING, Aug. 28].

Meanwhile President Truman has asked Congress to restore those funds, covering operation of libraries and student exchanges with other nations, to counteract "flagrant lies" being spread by the USSR and to get "the truth" across to Iron Curtain countries.

The Chief Executive originally has requested $89 million, but the House Appropriations Committee cut the information program to $62,655,850. Radio operations were not pared, however.

The Voice also occupied the critical attention of other officials, legislators and even private executives the past ten days. Notable among developments, which painted the Voice in both favorable and unfavorable hues, were these:

● The President conferred Thursday with his Advisory Commission on Information to discuss expansion of the new "Campaign of Truth," including the Voice, and approved creation of panel groups to advise the commission.

● The House Foreign Affairs Committee approved and reported to the House a bill to establish a Commission on Cooperative international Relations, and to explore possible use of television abroad.

● Rep. Karl Stefan (R-Neb.) proposed concentration of all government information services into one international information service, and declared that the present program is "burden—not a bargain" and should meet more rigid standards.

● Rep. John Taber (R-N. Y.) charged that Voice broadcasts were devoid of propaganda value, never named Russia as the "aggressor" and consisted chiefly of "poorly done" newscasts. He questioned the "competence" and "loyalty" of information employes handling Voice broadcasts.

● NAB President Justin Miller will name a broadcasters' subcommittee to advise on radio information activities.

The President met with Advisory Commission officials at the White House Thursday morning. Commission members also conferred later with Edward Barrett, Assistant Secretary of State for Public Affairs, and his staff concerning information strategy now being planned with a view to cutting through confusion caused by the Kremlin's propaganda machine.

In Attendance

Attending were Mark Ethridge, editor, Louisville *Courier-Journal*, chairman of the advisory group; Judge Miller; Dr. Mark May, director, Institute of Human Relations; and Erwin D. Canham, editor, *Christian Science Monitor*. Philip D. Reed, chairman, General Electric Co., did not attend.

The President reportedly approved a plan which would set up three specific panels—for radio, press and motion pictures—to serve as advisory committees to the Advisory Commission. A fourth unit would act on a general level. Members would be appointed by Secretary of State Dean Acheson, subject to the approval of the commission under Public Law 402.

NAB President Miller will appoint a broadcasters subcommittee to consult with the radio panel on information activities. The other two major panels on the press and motion picture are expected to name similar groups.

NORTON SWORN IN

To Federal Reserve Post

EDWARD L. NORTON, chairman of the boards of the Voice of Alabama (WAPI WAFM (FM) WAFM-TV Birmingham) and the Florida Broadcasting Co. (WMBR-AM-FM-TV Jacksonville) last Friday was sworn in as a member of the board of governors of the Federal Reserve System for a 14-year term. Mr. Norton is a Presidential appointee, whom the Senate confirmed last June 2.

Mr. Norton

Thad Holt, president of the Voice of Alabama, and Frank King, head of the Florida Broadcasting Co., were among those expected to attend the ceremonies, held in the Federal Reserve board room, with Thomas B. McCabe, board chairman, slated to preside.

Mr. Norton also is chairman of the Coosa River Newsprint Co., which is owned by newspaper interests in the South and Midwest, as well as the *New York Times*, which he helped organize.

In addition to his commercial activities, he also is chairman of the board of trustees of Birmingham Southern College; member of the board of trustees of the U. of Alabama, and member of the executive committee of the Rockefeller Foundation. He also serves on the board of trustees of Miles Memorial College, a Negro school in Alabama.

Sterling Buys Newscasts

STERLING DRUG. Inc. (Molle shaving cream) will sponsor Monday-Thursday newscast series by John B. Kennedy over ABC, 10:30-10:35 p.m., starting Sept. 18. Contract, for 52 weeks, placed by Dancer-Fitzgerald-Sample, New York.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

Congress

(Continued from page 61)

abeyance an excess profit tax and ordered studies by committee staff looking toward such a levy next year; (3) action on a tax levy boost on cooperatives would be deferred.

In its report to the Senate, the Senate Finance Committee had said it did not believe it wise to delay the revenue bill by trying to include other revenue raising methods, such as the excess profits tax, which would take up time in hearings and study. The committee instructed its staff to conduct a long-range study looking toward an excess profits tax levy next year.

In the main, the Finance Committee's action on educational institutions' "unrelated" business activities followed the path cleared by the House more than a month ago [BROADCASTING, July 3]. The House in its single-package revenue bill drew sharp distinctions governing "unrelated" activities of educational, religious and charitable institutions. The House specified exemptions for religious organizations should apply only to churches but not to organizations under their auspices. However, the Senate version would not exclude church groups, as such. The non-exempt clause also would hold for activities of charitable and educational groups. Labor, agriculture, research and other such groups also would be taxable.

Increase Proposal Deferred

Some activities of cooperatives are already taxed but a proposal to increase the level up to the corporation levy was deferred. Further staff study on this phase was ordered by the committee. Some cooperatives hold ownership in radio stations.

This committee recommendation on cooperatives might fall victim to a fight on the Senate floor to amend the provision.

It was understood that radio stations owned and operated by religious educational colleges and universities competing commercially in the broadcast field would be subject to the corporate taxable classification. Non-commercial stations, many operated by universities and colleges, apparently are not affected.

An exception was tacked onto the House inserted provision on charitable institutions. The Senate committee knocked out that part which would have taxed a foundation or trust on investment income accumulated and not expended for charitable purposes. Instead it would require the organization to make public its investment income by making mandatory the filing of returns.

In its approval of the Administration's corporate tax proposal, the Senate committee would impose a normal tax rate of 25% and a surtax rate of 20% computed annually.

For the current year only, the committee would increase the maximum tax rate from 38 to 42%. The first $25,000 of earnings would be taxed at 23% and the top rate would apply on the remainder. The corporate tax would yield about $700 million for the current year.

Ceiling on tax rate the government can take from individuals in high salaried brackets would be lifted from present 77% to 87%.

TR RATES UP

Increased In 3 Markets

TRANSIT RADIO is upping its rates in three markets from 25 to 50% because of climbing circulation. Stations effected are KXOK-FM St. Louis, KCMO-FM Kansas City and WWDC-FM Washington, D. C., three of 19 transit radio outlets coast-to-coast.

St. Louis time charges are going up Oct. 1 about 25%. Cost per thousand, quoted for the St. Louis station to agencies as $1 "or less," will go from 33 cents to 48 cents because of the higher rate. KCMO-FM, which went up about 50% Sept. 1, had a former rate based on 100 radio-equipped public transportation vehicles. Since that rate was effected, 110 vehicles were added, and 300 are expected to be in operation by Oct. 1. This is a 200% increase in circulation.

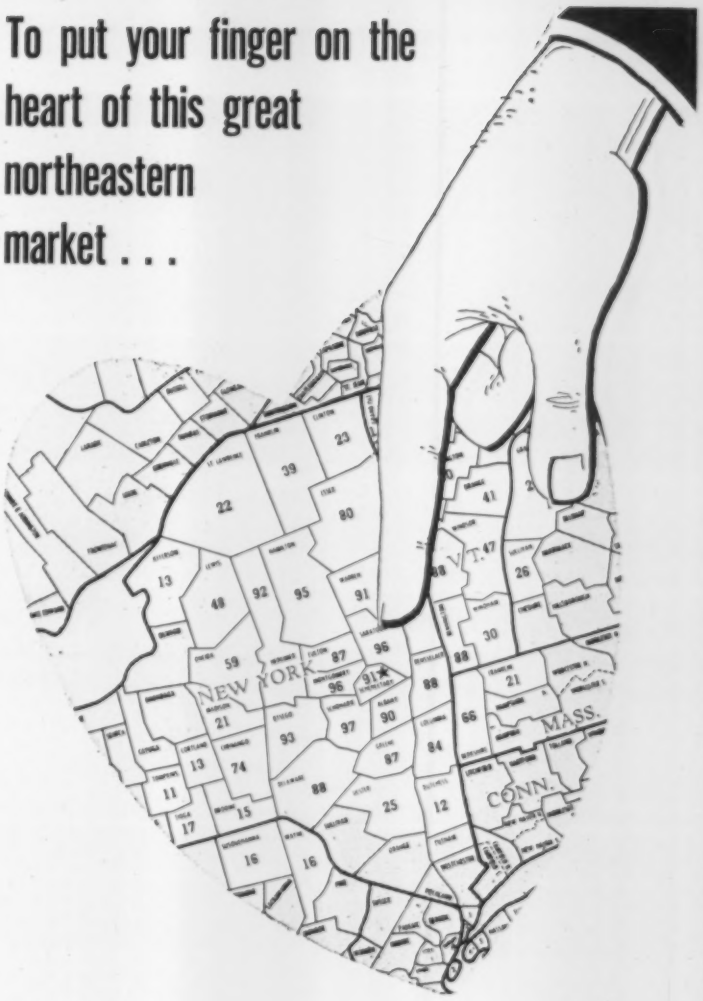
WWDC-FM Washington, which adopts a new rate Oct. 1, has seen a 100% circulation increase. TR rates are going up there about 50% also. The old rate was set on 225 equipped vehicles, and there are now 450. Contracts placed with the two stations which have Oct. 1 increase dates will be protected for 26 weeks.

WMIN-FM Minneapolis-St. Paul, with which Transit Radio has a special working arrangement, took the air Sept. 1. Another new TR station is WTOA Trenton, which goes on the air Nov. 1.

WOWO Joins NBC

WOWO Ft. Wayne, Ind., joins NBC Oct. 15 as a basic supplementary affiliate. WOWO, the fifth Westinghouse Inc. station to become affiliated with NBC, operates with 10 kw on 1190 kc. WOWO's former ABC affiliation has been taken by WGL Fort Wayne.

To put your finger on the heart of this great northeastern market . . .



WGY's total weekly audience is over 2½ times greater than that of the next best station in Daytime and at Night.

WGY's daily audience is 3 times greater than that of the next best station —191% greater in Daytime, 211% greater at Night.

WGY has 36% more audience in Daytime and 45% more at Night than a combination of the ten top-rated stations in its area. (WGY weekly audience: 428,160 Daytime; 451,230 Night.) (10-station weekly audience: 313,080 Daytime; 310,970 Night.)

WGY has the largest audience in every single county in the area at Night and in all but one county in Daytime.

WGY has in its primary area, Day and Night, 23 counties to Sta. B's 5 counties, Sta. C's 3 counties, Sta. D's 3 counties.

WGY has almost twice as many counties in its primary area as any other station in the area has in its entire area.

WGY has 8 counties in its Daytime area and 9 in its Nighttime area which are not reached at all by any other Capital District station.

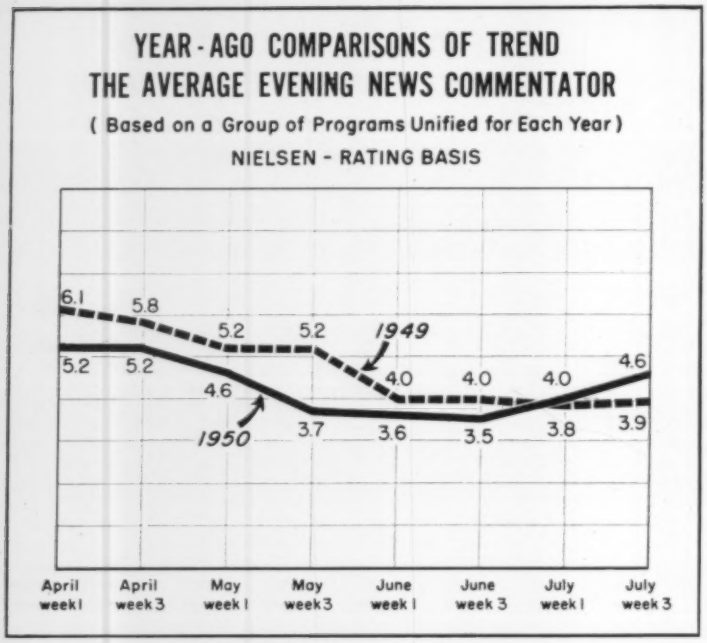
Your best radio buy is WGY

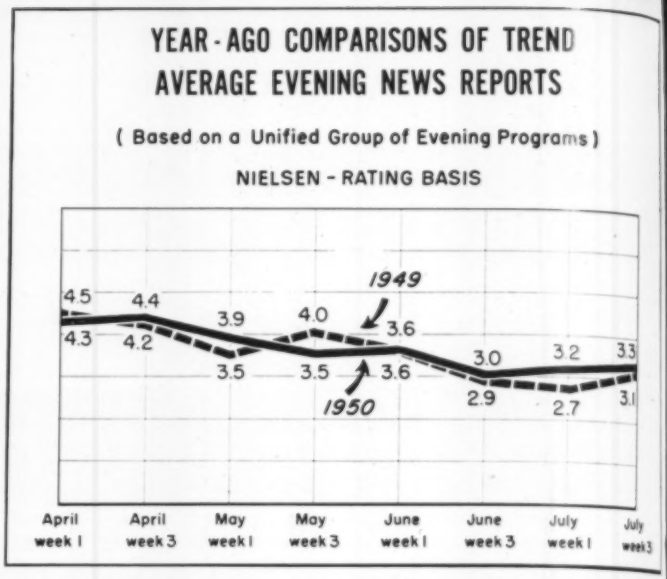
Represented Nationally by NBC Spot Sales

810 on your dial 50,000 Powerful watts affiliated with NBC

WGY

A GENERAL ELECTRIC STATION





Newscasts Spur Listening

(Continued from page 23)

to the data, average evening news listening fell off in the first half of June. But by mid-June 1950 the audience had started to increase whereas the downward trend in 1949 wasn't checked until July.

This growth in the audience for news is reflected in the interest shown by advertisers and agencies, along with station representatives. Availabilities have been grabbed up everywhere. Many of these news programs had been hard to sell prior to the Korean outbreak.

Buyers of radio time in many cases have pointed to this increased listening as the answer to those who predict TV will drain off substantial portions of the radio audience. The entire radio industry has enjoyed a surprisingly active summer, with overall advertising volume expected to reach alltime highs this autumn.

Increase in the overall summer radio audience was noted several weeks ago by Arthur C. Nielsen, president of the research company [BROADCASTING, Aug. 8]. At that time he said that radio usage for the entire day was above that of last year, reversing losses earlier in the year. Nighttime listening is on a par with that of a year ago, he noted, whereas it had fallen off 10% to 15% in the early part of 1950. Morning and afternoon listening is running about 5% above 1949, he said.

Nielsen ratings for *News of the World*, *Lowell Thomas* and *Edward R. Murrow*, for example, averaged about 40% above "normal" in July, according to Nielsen data.

When television enters the home, "total attention to broadcast media is greater than ever before," the report states. A television index analysis made by the firm reveals the average television home "continues its daytime listening at a high level, but at night viewing is almost double the previous amount of radio listening." Nielsen estimates total attention to broadcast media is about 60% greater after a video set is installed.

Homes with persons who are "light" listeners also have "light" viewers, the television index indicated. Heavy listening homes tend to be heavy viewing homes. The total of viewing and listening for both groups "is greater than was radio listening alone." After television is added, the amount of radio listening was "at about the same level in both groups."

THE
LONG ISLAND
STORY

WHLI

reaches more homes in Nassau County 6 or 7 days a week than any other New York or Long Island Independent Station*

* B M B Study # 2

●

Nassau County is a $602,218,000.00 retail market!*

*Standard Rate & Data's 1950-51 Consumer Markets.

Represented by
RAMBEAU

AM WHLI FM
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS L GODOFSKY President

WBT'S LABOR DISPUTE *Crutchfield To Appeal*

LABOR dispute between WBT Charlotte, N. C., and IBEW Local 1229 hung in the balance last week pending appeal by station management from the preliminary findings by an NLRB trial examiner [BROADCASTING, Aug. 28].

Charles Crutchfield, vice president and general manager of WBT-AM-FM and WBTV (TV), has promised to appeal recommendations of Examiner Alba Martin, who ruled the station should reinstate nine of the 10 technicians it had discharged in September 1949.

Exceptions Due Soon

A statement of exceptions to the findings had not been filed with NLRB as of last Thursday. The station has 20 days to file exceptions from date of released findings, Aug. 23, or until midnight Sept. 12.

Meanwhile, NLRB issued a corrected or "erratum" report which included previously omitted data with respect to the intermediate report.

While charging that WBT had "unlawfully coerced and restrained" employe rights by discharging the 10 technicians, Examiner Martin noted that it had bargained "in good faith" and felt there was no evidence indicating that WBT "sought to undermine the authority of the union."

Sterling Hicks, one of the 10 technicians, would receive back pay until Jan. 12, 1950, date of his conviction involving charges of conspiracy in an attempt to dynamite the station's radio tower. Mr. Hicks was indicted earlier this year by a grand jury. Station also was asked to review again his technical qualifications and so inform the FCC, and to reinstate him if any court should reverse his previous conviction.

According to additional data supplied last week, Examiner Martin observed that Jefferson Standard Broadcasting Co., license of the AM-FM-TV operation, had labeled Mr. Hicks' service as "unsatisfactory" from September 1944 to Aug. 20, 1949.

Examiner's Finding

"In the performance of his technical duties during the two-year period just prior to the expiration of his five-year license," the NLRB examiner found, "(Mr.) Hicks committed certain errors in action and in judgment which were spread upon the record in considerable detail. For some of these he was cautioned, for some corrected, but it does not appear that for any of these he was warned. . . . The only error shown to have been committed with any frequency by (Mr.) Hicks was committed with equal frequency by the other technicians . . ."

ROY THOMPSON
WRTA
25 years of radio experience and personal participation in his community's projects and services have made Roy Thompson a household word in industrially-rich Altoona. WRTA, the Roy Thompson Station, will assure you a loyal, buying audience throughout the listening hours.
ABC 1240 KC
Altoona, Pa.
Represented by
ROBERT MEEKER ASSOCIATES

TABLE II

TOP NETWORK ADVERTISERS FOR EACH PRODUCT GROUP IN JUNE 1950

Agriculture & Farming	Allis Chalmers Mfg. Co.	$33,193
Apparel, Footwear & Acces.	Adam Hat Stores Inc.	33,226
Automotive, Automotive Equip. & Supplies	Electric Auto-Lite	93,265
Aviation, Aviation Equip. & Access.		
Beer, Wine & Liquor	Pabst Brewing Co.	78,235
Bldg. Mat. Equip. & Fixtures	Johns Manville Corp.	105,549
Consumer Services	Electric Co.'s Adver. Prog.	67,243
Drugs & Remedies	Miles Labs	744,939
Food & Food Products	General Mills	751,226
Gasoline, Lubricants & Other Fuels	Sun Oil Co.	88,832
Horticulture		
Household Equip. & Supplies	Philco Corp.	136,803
Household Furnishings	Armstrong Cork Co.	35,094
Industrial Materials	U. S. Steel Corp.	108,210
Insurance	Prudential Insurance Co. of America	116,930
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	86,092
Office Equip., Writing Supplies, Stationery & Acces.	Eversharp Inc.	66,588
Political	State Committee for Warren	2,846
Publishing & Media	First Church of Christ Scientists: Christian Science Monitor	9,088
Radios, TV Sets, Phonographs, Musical Instruments, & Acces.	Radio Corp. of America	82,995
Retail Stores & Direct Mail	Dr. Hiss Shoe Stores	1,080
Smoking Materials	Liggett & Myers	438,260
Soaps, Polishes & Cleaners	Procter & Gamble	1,071,394
Sporting Goods & Toys		
Toiletries & Toilet Goods	Procter & Gamble	372,555
Transportation, Travel & Resorts	Assn. of American Railroads	66,228
Miscellaneous	American Fed. of Labor	112,766

Source: Publisher's Information Bureau

June Network

(Continued from page 25)

spectively. The half-year period saw the same leaders.

Individually, Procter & Gamble retained its long-held position as leading AM advertiser with expenditures of $1,593,258. General Mills replaced Sterling Drug as second ranked network client with time purchases totaling $751,226. Miles Labs climbed to third place, with Sterling Drug falling to fourth. General Foods Corp. in fifth position, was followed by Campbell Soup Co., Lever Bros., Liggett & Myers, and newcomer American Home Products, respectively, with Philip Morris Co. in tenth place.

TABLE III

TOP 10 NETWORK ADVERTISERS IN JUNE 1950

1. Procter & Gamble	$1,593,258
2. General Mills	751,226
3. Miles Labs	744,989
4. Sterling Drugs	716,582
5. General Foods	670,359
6. Campbell Soup	602,899
7. Lever Bros.	550,456
8. Liggett & Myers	438,260
9. American Home Products	403,380
10. Philip Morris	401,605

WJR COMMENDED

MAB Issues Resolution

RESOLUTION commending WJR Detroit for "its fairness and integrity or operations" has been released by the directors of the Michigan Assn. of Broadcasters.

For "outstanding support of patriotic projects and Americanism programs," WJR also was voted a distinguished service citation by the American Legion State convention in Grand Rapids, Mich., Aug. 21. WJR officials pointed out that it was the fifth time in the past year that the station has been cited for its "exceptional" cooperation with veteran groups in patriotic programs.

'America Challenged'

(Continued from page 34)

world could then see what millions of American televiewers could see —"the wonder of the UN sessions at Lake Success . . . the arrogant filibuster of President Malik. . . ."

Should the need arise for a full scale war production, American industries—of which radio and electronics are a part—know how to convert their products into the necessary weapons of war, Gen. Sarnoff said.

Delving into the need of unity both at home and in our formulation of a foreign policy, Gen. Sarnoff had the following suggestions to make for the U. S. international role:

(1) Permit and assist the rearmament of Japan and West Germany subject to suitable controls and practical safeguards.

(2) Establish immediately Universal Military Training at home.

(3) Protect the country against sabotage "which could prove worse than a battle lost."

(4) Develop promptly a comprehensive system of civilian defense.

SMITH PLAN

Includes 'Voice of Freedom'

ON THE CREST of mounting interest on Capitol Hill in the State Dept.'s Voice of America, Sen. H. Alexander Smith (R-N. J.) last Thursday called for a "world-wide spiritual offensive for freedom," bolstered by a recharged overseas information program which he would rename "The Voice of Freedom."

By elevating the Voice of America to be the freedom voice, Sen. Smith, a Republican member of the Senate Foreign Affairs Committee, would have the broadcasts carried not only to peoples overseas but also to this country. In Sen. Smith's eyes, the freedom voice would be "the main weapon in our great peace offensive . . ."

If the Voice was thus elevated, Sen. Smith said, "we would not have to leave the Voice of America as it is today a second-hand support for our military operations, but we could raise it to the position of dignity that the battle for the minds of men deserves."

Says 'Voice' Is Weak

The Voice of America program, Sen. Smith declared, has not been satisfactory in its progress to date. As a collorary to our military effort, he said, the Voice "has been relatively ineffective." While some measure of its failure might be blamed on its small size in comparison with other undertakings, Sen. Smith said, a chief reason is "we have not shown enough vision and have not seen with sufficient clarity that our central theme must be nothing less than the theme of human freedom."

The Senator's remarks were in conjunction with the "Crusade for Freedom," a program financed by a group of prominent citizens, headed by Gen. Lucius D. Clay. The movement is part of the activities of the National Committee for Free Europe, chairman of which is former Ambassador Joseph C. Grew. The committee is supporting the Radio Free Europe [BROADCASTING, Aug. 28] which broadcasts to nations behind the iron curtain.

PUBLICITY Club of N. Y. sponsoring publicity workshop course, starting Sept. 28, for 10 Thursdays, Hotel Delmonico, N. Y. Fee is $20.

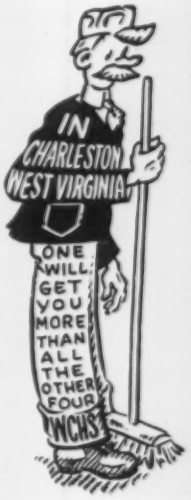
ABC
AMERICAN BROADCASTING COMPANY IN LOUISVILLE
WKLO
1080 Kilocycles
5000 WATTS-DAY
1000 WATTS-NIGHT
BALANCED PROGRAMING
for better listening... more listeners
WK☆LO
Louisville, Ky.
JOE EATON, MGR.
Represented Nationally by JOHN BLAIR & CO.

Mr. Al Schmale
Young and Rubicam
New York City

Dear Al:

Yuh reelly bought sumpthin' when yuh decided ter use WCHS in Charleston, West Virginny! Yessir, Al, WCHS is a real bargain, an' I don't mean perhaps! Th' latest BMB figgers on th' boss's desk shows thet WCHS audiences are larger and cost less then those of all the other four Charleston stations combined! Now yuh just cain't beat thet fer a bargain! Yessir, th' one yuh bought gits yuh more then all the other four! Keep thet in mind, Al, when yuh has more buyin' ter do!

Yrs.
Algy



WCHS
Charleston, W. Va.

F.Y.I. (for your information)...

Cities grow 'out' not 'up.' . . . Not reflected in population figures are the hundreds upon hundreds of new dwellings and miles of longstanding factory and residential areas unannexed by the City of Terre Haute, so it's a city of over 100,000 people, with 298,700 in the area, all potential listeners to WTHI, CBS plus top-flight local programming.

WTHI TERRE HAUTE INDIANA — REPRESENTED BY THE BOLLING CO. New York • Chicago Hollywood

SECURITY

Mandatory Sponsor Identification Asked

SPIRITED debate on communism and its political role enlivened House debate last Tuesday as the lower chamber overwhelmingly approved a security control measure, 354-20, and sent it to the Senate.

The far-reaching bill (HR 9490), sponsored by Rep. John Wood (D-Ga.), chairman of the House Un-American Activities Committee, would require Communist "action" groups specifically to identify in advance sponsorship of radio and television programs, and also to register with the Attorney General's office, among other provisions. It also would set up a subversive activities control board to carry out the plan.

The Wood bill was offered as a substitute for the original proposal authored by Rep. Richard Nixon (R-Calif.), who, along with Sens. Karl Mundt (R.-S.D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S. C.), drafted initial Communist-control legislation.

Limit Radio Activity

Measures imposing similar restrictions on Communist "action" groups' radio-TV activities is slated to be taken up by the Senate sometime this week. The upper chamber will debate four bills—an administration proposal (S 4061), an omnibus measure (S 4037) offered by Sen. Pat McCarran (D-Nev.), the original Mundt-Ferguson-Johnston plan (S 2311), and the new House-approved Wood bill. Only the administration plan embodies no provisions covering radio and television programs.

Heated debate marked House debate on security legislation. Rep. E. E. Cox (D-Ga.) felt the Wood bill "does not go far enough" but felt it "is a step in the right direction." But Rep. Emanuel Celler (D-N. Y.) branded the measure as "inept, foolish, unrealistic, and unconstitutional." He said it would not stop communism, help catch spies and saboteurs or protect internal security but would "punish men for their thoughts" and "for expressing ideas." The Wood proposal also would deny Communists jobs in defense plants and in the government, as well as passports.

"Registration cannot be made a condition precedent for expression for assembly, for formation of a party, for exercise of rights under the Constitution," Rep. Celler warned. He noted that "certain sanctions and penalties" are provided for violations, including failure of Communist action groups to label radio and TV broadcasts, with maximum of a $10,000 fine and/or five years' imprisonment set for each violation of the proposed act.

Substitute Amendment

Rep. Celler introduced a substitute amendment, taken from his own bill (HR 9502), which would tighten present laws with relation to espionage and security of defense information. The amendment, which contained provisions dealing with the "gathering, transmitting or losing of defense information," was rejected by the House, 153-64.

These developments marked confusion on Capitol Hill growing out of President Truman's request for tighter security curbs but substantially less stringent than those recommended by Sens. Mundt and Ferguson whose plan has been languishing on the Senate calendar since early this session.

The President had warned against legislation "so broad and vague in its terms as to endanger the freedoms of speech, press, and assembly" guaranteed under the First Amendment. By implication he characterized the Mundt-Nixon plan as "unnecessary, ineffective, and dangerous."

Provisions of the latter bill, now incorporated in the new McCarran omnibus measure, also would call for all political groups, including Communist, to precede all radio and television broadcasts with the statement that the program is sponsored by "a Communist organization," and require them to register with the Justice Dept.

Specifically President Truman had urged that Congress remedy "certain defects" in language of existing laws governing espionage, registration of foreign agents and security of national installations. At the same time he told Congress that radio and press have a responsibility to conduct themselves in such a manner as "to reinforce and not undermine our internal security and our basic freedoms."

Earlier administration supporters had drawn up legislation to carry out the Truman proposal, which, the President said, seeks to avoid imposing severe penalties for "normal political activities" on the part of Communists and party-liners.

Sen. McCarran's proposal is prefaced with the qualification that nothing in his bill "shall be construed to authorize, require, or establish military or civilian censorship or in any way to limit or infringe upon freedom of the press or of speech. . . ."

The bar on Communist secrecy with respect to sponsorship of radio-TV broadcasts also is contained in a similar measure sponsored in the House by Rep. John Rankin (D-Miss.).

In offering the substitute bill Rep. Wood noted that the language had been altered to read "Communist Action" rather than "Communist political" groups.

PBS PLANS

Net Would Open Nov. 15

INCORPORATED at $1.5 million, Progressive Broadcasting System will be privately financed with "public stock sale," Larry Finley, president, stated in announcing Nov. 15 as the starting date of operation.

Financial backers of the proposed network will be revealed "within the next 15 or 20 days," he said, and listed Bernard Fleisher as vice president and Morris A. Hazel as secretary-treasurer of the corporation. Mr. Fleisher was identified as a financier and businessman. Mr. Hazel is said to be a stockholder in several radio stations.

With 700 applications for affiliation reportedly received to date, Mr. Finley said he expects a minimum of 300 will be signed by the starting date. He has already contracted for UP and INS news services, with tickers to be installed at PBS studios in Hollywood, Chicago and New York.

Although no actual negotiations have been started for transcontinental lines, executives of the proposed network have made inquiry as to the cost and service, BROADCASTING was reliably informed.

U. OF CALIFORNIA Extension, L. A., expanding list of courses in radio-TV. Program will include study of radio-TV dramatics, writing and production.

NBC's Tandem Plan

(Continued from page 24)

on Friday, assuming Mr. Harr and Miss Faye agreed, and presen two mystery half-hours in sequen in a Thursday evening period.

Meanwhile Mr. Barry announc in Hollywood, details of his bi name Sunday evening program.

Stating that "radio has bee scared by television and as a re sult has done itself more harm than television has," Mr. Barry said television needs to offer more choice in entertainment, pointing out that "people can't just look at triple features every night of the week." He stressed his hope that the new radio series, starting Oct 15, Sun., 6:30-8 p.m. (EST) and utilizing nearly every star name on NBC roster, would embody the ag gressive, exciting programming which he feels is radio's best an swer to television's inroads upo its audience. He further state radio and TV must stand side by side, each offering its very best and each thus earning its share of the total available audience.

One Obstacle

One hurdle still in the path of the new series, said to be price-tagged at $1,800,000 and available for sale in half-hour segments, is that the Phil Harris-Alice Faye series has not yet accepted a proposed Friday evening time slot and still has first claim to the final half-hour time period for the proposed Sunday program.

While Mr. Barry would not definitely confirm it, he implied Tallulah Bankhead will m.c. the Sunday 90-minute show. Ed Wynn, Jimmy Durante, Fred Allen, Eddie Cantor, Dean Martin and Jerry Lewis, Dave Garroway, Henry Morgan and Sid Caesar are among NBC names generally set for series.

Twelve minute dramatic interludes by film stars will be included. In addition there will be Perry Como and other NBC singers and orchestras.

Neally To New Post

ANDREW J. NEALLY, BBDO Los Angeles, has been elected chairman of the Southern California chapter of American Assn. of Advertising Agencies. He succeeds Robert B. Shirey who was recently transferred from the Los Angeles office of J. Walter Thompson Co. to its New York office.

front office

JOHN T. WILNER, engineering director WBAL-AM-TV Baltimore, to vice president in charge of engineering Hearst Radio Inc., N. Y. Was engineer-in-charge CBS TV development, and has designed and invented numerous video circuit refinements.

Mr. Wilner

DICK CRANE to KNEA Jonesboro, Ark., as general manager. Was with KFI Hollywood and WBAP Fort Worth Texas. **HAROLD GREGSON**, KBTM Jonesboro, to KNEA sales staff.

JAMES WILDMAN, sales representative WEEI Boston, to active service as Lt. in Navy.

VINCENT CALLAHAN, sales director WQQW Washington, takes leave of absence from station to handle procurement work for Government Bid Service. **M. ROBERT ROGERS**, WQQW vice president and general manager, will serve as sales director during Mr. Callahan's absence. **CECIL (Lud) RICHARDS** to local sales manager.

PHIL BALDWIN, merchandising department CKNW New Westminster, B. C., to director of national advertising.

J. H. SEROPAN to sales manager KLX-AM-FM Oakland, Calif. Was with NBC and CBS as sales representative.

ART FAIRCLOTH returns to WINX Washington, as salesman. **BO FARMER** to sales department WINX.

DUDLEY FAUST, since 1949 CBS assistant Western Network sales manager, to account executive N. Y. office CBS network sales. Was with WBBM Chicago.

G. C. BLACKWELL, one time assistant secretary of Federal Radio Commission and veteran of 23 years in radio, to general manager WDNE Elkins, W. Va. He succeeds **Col. AMBROSE F. WHITE**, U. S. A. retired, who resigned in contemplation of returning to military service.

Mr. Blackwell

RAYMOND R. MORGAN Jr., Raymond R. Morgan Adv., Paris, to sales staff WDSU-AM-TV New Orleans.

EARL BRADLEY WLW Cincinnati salesman, and **CHARLES T. DIEBEL**, TV director Strauchen & McKim Adv., Cincinnati, to WKRC-TV same city, as salesmen.

ALLAN HAMMOND, member staff CFCF Montreal since 1940, to manager succeeding **GORDON F. KEEBLE** [see ALLIED ARTS].

PIERCE ROMAINE, vice president Paul H. Raymer Co., N. Y., to Avery-Knodel, same city, as account executive, effective Sept. 15.

BERT ADAMS, NBC station relations, to join Harrington, Righter & Parsons, N. Y., television station representative, as salesman.

FORD BILLINGS, midwestern broadcaster, to sales staff WMAW Milwaukee.

JACK SHORTREED to sales manager CJGX Yorkton.

RALPH KELLEY, account executive Advertising Pub., Chicago, to WOKZ Alton, Ill., as account executive.

SID W. SLAPPEY, program manager WCFM (FM) Washington, to commercial manager.

KENNETH LAUGHLIN, with Alaska Broadcasting System since 1935, most recently as regional manager, to commercial manager, headquarters in Seattle.

NATIONAL GUARD — *1,500 Outlets To Give Recruting Time*

OVER 1,500 AM stations throughout the country have agreed to carry a newly-produced *National Guard Show* as a public service feature during the guard's national recruiting campaign to bring all units up to full strength, Maj. Gen. Kenneth F. Cramer, chief of the National Guard Bureau, announced last week.

A transcribed series of 15-minute programs featuring Mindy Carson, NBC and RCA Victor singing star, and Bill Stern, nationally known sportscaster, will be available for broadcast beginning Sept. 11. Programs are being prepared in three cycles of 13 weeks each by General Artists Corp. in cooperation with NBC. Robert W. Orr & Assoc. handles the NG account.

Using Class A Time

All standard stations in areas with guard units were offered the show and a majority of the 1,500 accepting have indicated they will air the programs in Class A time periods, Gen. Cramer said. The 1,500 represent well over a 90% acceptance for number of outlets asked to carry the public service feature, according to bureau officials.

In addition to the new radio show, the bureau will supply other promotional material to aid stations in presenting the show, to be aimed at the 17-34 age groups.

In making the announcement, Gen. Cramer stated: "We are deeply grateful for the splendid cooperation we have always received from stations in scheduling the National Guard show each week as a public service feature. They are to be congratulated for offering this generous support to our recruiting program at a time when our country urgently needs additional security."

Schedules of paid radio spot announcements also are in effect in Vermont, Rhode Island, Connecticut, Oklahoma and Southern California in support of guard divisions and regimental combat teams called to federal service, according to Gen. Cramer.

More Funds

The guard currently hopes to siphon additional money from a supplemental fund into paid spots on stations airing the new public service feature, according to Maj. Ernest L. Smith, chief of the NG information office. The service allotted between $45,000 and $50,000 to radio out of its fiscal 1949-50 fund, with spots aired on some 1,700 stations. In addition, a dramatic series produced by C. P. MacGregor was carried by 800 stations without charge [BROADCASTING, Dec. 12, Sept. 12, 1949].

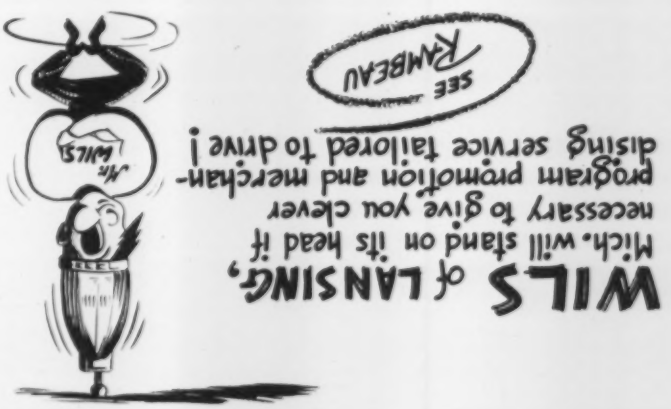
Based on regular and supplemental requests for fiscal 1950-51 now before the President and Congress, respectively, guard officials predict that radio expenditures will at least approximate that $50,000 figure. Overall ad recruiting funds for past fiscal period were $298,000.

COVERING WISCONSIN'S LARGEST RADIO VOID
WTTN
129 Local Accounts
21 Regional and National Accts.
2781 Pieces of Mail for May '50
News — Accent on LOCAL
Music — Sports — Special Events
WTTN WATERTOWN, WISCONSIN

Personals . . .

HAROLD E. FELLOWS, general manager WEEI Boston and director CBS operations in New England, to visit Midwest this week headquartering in Chicago with CBS Radio Sales executives. . . . **FRANK BURKE Jr.**, manager KFVD Los Angeles, named chairman annual golf and banquet Whingding of Southern Calif. Broadcasters' Assn., Sept 22.

HOWARD L. EMICH, commercial manager WMAN Marinette, Wis., elected deputy district governor Lions International for Upper Mich. . . . **FRANK SAMUELS**, ABC Western division vice president, L. A., in Honolulu two weeks for vacation.


WILS of LANSING,
Mich. will stand on its head if
necessary to give you clever
program promotion and merchandising service tailored to drive!
SEE KAMBEAU
WILS

Respects

(Continued from page 38)

work that enabled this to come to pass.

It was in September of 1946, after a competitive and hard fought hearing before the FCC, that he realized his conviction that Detroit could sustain another station. The resultant WKMH was the first new standard broadcast station that had been granted in the Detroit area in 18 years.

A native Detroiter, Frederick August Knorr was born on July 9, 1913. He spent 12 years attending the Detroit schools and then entered Hillsdale College. Four years later, in 1937, he graduated with a Bachelor of Arts degree and immediately entered the field of radio.

As a youngster he sold newspapers but at the same time put in two hours a day practicing at the piano. He was thankful for his parents enforcing the two-hour rule because at the age of 15 he got himself a job playing piano with a theatre orchestra. A year later he formed his own dance band which was disbanded when he entered college.

The depression was at its peak when Mr. Knorr began his college studies and the debts he accumulated were many. He thereupon decided to form another dance orchestra. The band became a college favorite practically overnight and when Fred graduated he had a new automobile, over a $1,000 in the bank and no debts.

It was while with his orchestra that Fred acquired a yen he has never lost for the field of broadcasting. He had the opportunity of producing, planning and announcing many radio shows featuring his orchestra on local stations, and finally on the networks.

Upon graduation he again disbanded his orchestra and after making the rounds of many radio stations was hired as an all-night disc jockey by WJBK Detroit. Two years later, in 1939, he joined the staff of newly opened WHLS Port Huron, Mich., as program director. There he did sports announcing, handling play-by-play broadcasts of football, baseball and hockey.

Felt Detroit's Need

In 1941 Mr. Knorr joined the staff of WMBC Detroit, now WJLB, as assistant to the president. A short time later he became convinced in his own mind that the Detroit market could support another station.

The particular type station he had in mind was one that would feature sports, news and music, as no other station was operating with that program formula at the time. He then began the formation of a corporation to make application for the new station.

On Dec. 29, 1946, WKMH began operating as a daytime-only outlet on 1540 kc with 1 kw.

Less than a month after WKMH went on the air an application for change to fulltime on 1310 kc was filed with FCC. After the application was approved, WKMH shifted frequencies between sign-off one day and sign-on the next, moving the transmitter eight miles overnight [BROADCASTING, Aug. 30, 1948.]

April of 1950 saw Fred Knorr's dream of a still more powerful station come true when WKMH was granted permission to operate with 5 kw daytime and 1 kw nighttime, retaining the same frequency of 1310 kc.

Long before WKMH ever went on the air, Mr. Knorr and two salesmen canvassed the area for business. In spite of competition from six other stations in the market, and due to the three men's untiring efforts, WKMH was operating in the black from the time it began operation.

Originally staffed by 12 persons, WKMH today has a staff of 40. Mr. Knorr points out that the big problem among his salesmen nowadays is finding a schedule of availabilities. The same Knorr formula is still used—sports, news and music. WKMH carries all the major sports in the Detroit area including Detroit Tiger baseball, Red Wings hockey, Michigan State football, basketball from Michigan State, Michigan U. and U. of Detroit, and racing from Detroit's two major tracks.

The Client Wanted Proof

WKMH has many successful advertising campaigns to its credit but the one Mr. Knorr likes most to relate concerns the time a WKMH promotion affected telephone service over the entire Detroit area.

One of the station's salesmen called Mr. Knorr one day and told him he had a client who wanted proof of performance. The client had declared radio couldn't do a job for him, that he had just cancelled a contract with a competitive station.

Mr. Knorr immediately started the wheels rolling. An offer was made on the air giving five gallons of gasoline to the first 50 persons calling the prospective sponsor. So heavy was the response that the Michigan Bell Telephone Co. advised the station that calls numbered in the thousands. Fifteen minutes after the offer was made, WKMH begged listeners to stop calling. That was proof enough for the client and WKMH got the account.

These days, Fred Knorr is looking for wider fields to conquer. WKMH Inc. has applied for a station to be located in Jackson, Mich. This is in line with his belief in the future of AM radio, despite belief of many radio people that TV will eventually become the sole broadcasting medium.

Active in civic affairs in his community, Mr. Knorr recently ended a year as general chairman of the Red Cross drive covering 22 Michigan cities. He also serves on the board of trustees of Oakwood Hospital, with the Dearborn Boy[s] Club and Chamber of Commerce. He is past president of both the Alpha Tau Omega alumni association and Detroit Alumni Assn. of Hillsdale College. He also belongs to Rotary International, Dearborn Country Club and the Detroit Yacht Club.

For hobbies, when he can spare the time, Mr. Knorr goes in for golf or fishing. He says his most important hobby is his seven-year-old daughter, Nancy Lou.

He is married to his college sweetheart, the former Nellie Mar[ie] Welch, whom he wed on Nov. 2[9] 1941.

TAYLOR ASSIGNED

Truth, Research Project

APPOINTMENT of Davidson Taylor, former CBS vice president, as a special consultant for its new Campaign of Truth project, has been formally announced by the Dept. of State [BROADCASTING, Aug. 28].

Mr. Taylor

Mr. Taylor will represent Edward W. Barrett, assistant Secretary of State for Public Affairs, in initiating and coordinating direction of research and development projects in connection with expansion of the Voice of America and other U. S. information programs.

The former CBS vice president will devote his efforts particularly to finding "new and improved means of getting the truth into areas of the world from which it is now partly or wholly excluded," the State Dept. explained.

Mr. Taylor, who resigned as a CBS vice president and public affairs director last Jan. 1, is expected to work along with the newly-created National Psychological Strategy Board which will coordinate propaganda needs of various government agencies.

WELM Joins CBS

WELM Elmira, N. Y., joins CBS as basic supplementary affiliate Jan. 21, 1951. Operating with 250 w on 1400 kc and owned by Corning Leader Inc., station becomes 191st CBS affiliate. Walter Valerius is general manager.

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

Here's June Christy

WITH THE JOHNNY GUARNIERI QUINTET

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal . . . top name artists! You get *comprehensive* programming, promotion, publicity, tie-ins, cross-plugs, sound effects . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

• NAME MERCHANDISE
• $3 to $100 RETAIL VALUE
• Wide Choice from Catalog
• Prompt Delivery from Stock

SELECTIVE PRIZES FOR YOUR SHOWS

Richard S. Robbins
551 5th Ave., N. Y. 17 - MU 7-0384

air-casters

FRED BARR, program director WWRL New York, named station program manager. **MAX WESSELS**, German language announcer and m.c. WWRL, named director of German programs.

NEAL BUNN, program director KBTM Jonesboro, Ark., to same position KNEA Jonesboro. **PHIL MOSS**, WAPI Birmingham, Ala., and **BILL COMBS**, KGFW Kearney, Neb., to announcing staff KNEA. **MURRAY FUNK** and **DORIS BIRHKAHN** to station as receptionist and bookkeeper.

THOMAS LOEB, director Foote, Cone & Belding, N. Y., to NBC-TV in production.

RITA WHELAN, WAAB Worcester, Mass., traffic department, to traffic manager WEEI Boston, succeeding **ELEANOR GIANNOTTI**, resigned to be married.

VERNON GIELOW, KROS Clinton, Iowa, to program director KJCK Junction City, Kan.

Mrs. IMOGENE PUTNAM, director of special events WCFM (FM) Washington, to program director for station. Replaces **SID. W. SLAPPEY** (see FRONT OFFICE).

ALEX KOLENSKY, N. Y. talent salesman, to production staff WKY-TV Oklahoma City. **MARJORIE ANNE SCHMID**, graduate NBC Institute, Hollywood, to continuity staff WKY. Was with KWHW Altus, Okla., and KLPR Oklahoma City.

JAMES KOVACH, manager program operations for NBC radio, to operations coordinator TV Production Services Dept.

MARTY PEARSALL, continuity editor WBNI Wilmington, N. C., to WBT Charlotte, as hostess *What's Cookin'?* show.

EDDIE W. FADAL, chief announcer and head of newscasting KWBU Corpus Christi, Tex., to announcing staff KRLD Dallas. Is Southwest Conference (football) representative for ABC sports division.

ED STERLING, CBS Hollywood staff writer, to U. S. Army 40th Division.

ROBERT WRIGHT and **GEORGE FORREST** to DuMont Network as producers of *Star Time*, Tues., 10-11 p.m. Both are MGM songwriters.

W. J. McPHERSON, farm commentator Canadian Broadcasting Corp., Toronto, to director of publicity, Ontario Department of Agriculture, Toronto.

WARREN F. REDDEN, commercial movie producer, to CBS-TV as assistant manager of film service operations department, reporting to **H.**

GRANT THEIS, department manager.

NICHOLAS FREYBERG resigns as director of sales promotion and advertising WNEW New York, reportedly because of illness.

BILL ASHWORTH, promotion manager WDVA Danville, Va., to WSLS Roanoke, Va., as promotion and production manager. Elected first vice commander of American Legion Post 325. **HERB HODGE Jr.**, WBTM Danville writer-announcer, succeeds Mr. Ashworth at WDVA.

Mr. Ashworth

ROBERT L. WEAVER, WINZ Miami, Fla., to WTVJ (TV) same city, as announcer and assistant news editor. **IRENE CAROL MONACO**, WAGE Syracuse, N. Y., to office manager WTVJ. **CELIA JOY ROSS** to station's production department. **LEE WALLER** returns to WTVJ as traffic chief replacing **Mrs. FRAN EMLER**, resigned. **MYRON B. WEIL Jr.**, station cameraman, to producer.

VIVIAN BALFOUR to WINX Washington as traffic manager, replacing **SYLVIA WILDER**, resigned. **RHODA COHEN**, new to radio, to WINX continuity department.

JERRY WHITE, freelance radio and TV announcer, to WHLI Hempstead, N. Y. Continues freelance work.

MARGARET McDONALD, KFDA Amarillo, Tex., women's editor, to homemaking editor WBAP-TV Ft. Worth, Tex.

GENE WHITAKER, chief announcer WSSB Durham, S. C., guested as featured disc jockey on *The ABC's of Music*, CBS, Aug. 30.

G. GILMER TOTTEN, continuity editor WKRC Cincinnati, to assistant director of public relations. **EDWARD HILLMAN**, WNOP Newport, Ky., succeeds as continuity editor. **BYRON TAGGART**, station personality, to assistant program director.

BARBARA HOGUE to traffic manager KTHT Houston, Tex., succeeding **MARCEL GAU**, resigned. **PAT APTHORP**, Paul Raymer, N. Y., to assistant traffic manager. **GLORENE GRIFFITH**, receptionist, to auditing department. **EARL SCHOLTON**, radio auditor, retires. Replaced by **HUGH CARWILE.**

JERRY LEIGHTON, chief announcer and assistant program director WKIC Hazard, Ky., to announcing staff WSAZ-AM-TV Huntington, W. Va.

EDDIE PHELAN to WJXN Jackson, Miss. Was with WDLP Panama City, Fla., and chief announcer WULA Eufaula, Ala.

CAROLYN MOORE, WACA Camden, S. C., to continuity staff WIS Columbia, S. C.

ALAN FISCHLER, national trade publication staff writer, to KNBH (TV) Hollywood as coordinator of daytime programs.

PAUL SIMPKINS, program director WAPF McComb, Miss., to WJDX Jackson, Miss.

WARREN CLARK, KGHI Little Rock, Ark., to announcing staff WOW-AM-TV Omaha.

DALE SHEETS, *Los Angeles Mirror* circulation department, to supervisor guest relations KTTV (TV) Hollywood.

GENE FROMHERZ to writing staff WBBM Chicago. Was timebuyer Blackett, Sample & Hummert and J. Walter Thompson, both Chicago.

GEORGE NEMETT, KWIK Burbank, Calif., announcer, to KALI Pasadena in same capacity.

ARTHUR MARTIN, program director WING Dayton, subject of "Personality Sketch" in *Jaycee Pilot*, publication of Dayton Jr. Chamber of Commerce.

JOHN KEYS, advertising and promotion manager WMAQ and WNBQ (TV) Chicago, father of a boy, Aug. 23.

ED DRISCOLL, film director WHAS-TV Louisville, Ky., leaves station for active duty USMC. **LIBBYE HIGGINS**, Mr. Driscoll's assistant, assumes his duties.

HERBERT FONTAINE, program director WCOU-AM-FM Lewiston, Me., father of boy, Howard Bruce.

MARIE THERESE LEAHY, known to WFAA Dallas audiences as **Terry Lea**, songstress, was married July 28 to James Edward Jenkins.

KENN HAVEN, program director WTCM Traverse City, Mich., returns to station after ten-week leave to undergo brain surgery.

LEONARD J. PATRICELLI, program manager WTIC Hartford, Conn., presented hand-lettered citation for "distinguished service" by American Cancer Society.

JEAN CARSON BROWN, publicity director WBT WBTV (TV) Charlotte, N. C., and Howard Merry, staff writer for *Charlotte Observer*, have announced their marriage, Sept. 2.

News . . .

SAM LINN, newsman WMOA Marietta, Ohio, to news editor WOKZ Alton, Ill.

Gen. W. H. T. GALLIFORD, USMC retired, to WLOW Norfolk, Va., as news analyst.

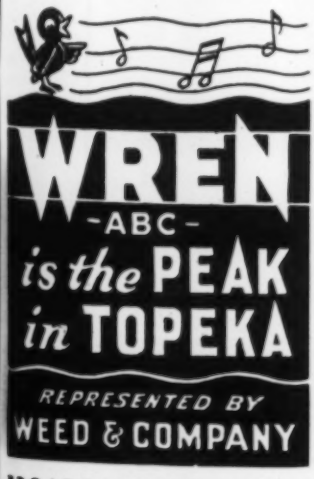
ROBERT GILMORE, sports director WRYO Rochester, Pa., to WCPO Cincinnati staff as play-by-play announcer, effective Sept. 5.

GEORGE HERMAN, with CBS as newsman since 1944, to news correspondent, assigned to Japan and Korea, replacing **BILL DOWNS**, who will return to Washington.

BILL CORUM, sports writer and commentator, to m.c. on *Blue Ribbon Sport of Kings*, NBC, Sat., 4-4:30 p.m.

H. W. MASCHMEIER, program director WPTR Albany, N. Y., to director of news, special events and special broadcasts.

PAT GOOLSBY, retired from radio, does two news programs daily for KHOZ Harrison, Ark., over regional network.



the truth about our favorite subject

. . . have the largest paid circulation of any radio trade journal: over 15,000. And more advertisers (national and regional): over 3000. More agencies (national and regional): over 2400. More station and network people: over 6400. More representatives and services: over 850. Plus a big group called "others": 2800. Add 'em up: paid circulation more than . . .

* **total** 15,500

*BROADCASTING . . . the largest paid circulation in the radio trade paper field

WPEN LABOR CASE
NLRB Acts on IBEW Charge

RECOMMENDATION that William Penn Broadcasting Co., licensee of WPEN-AM-FM Philadelphia, "withdraw" recognition and "other support" of American Communications Assn. (CIO) as representative for its technical employes was contained in an intermediate report filed by NLRB Trial Examiner Hamilton Gardner Aug. 23.

The recommendation stemmed from a complaint filed last February by the International Brotherhood of Electrical Workers (IBEW-AFL) that William Penn had entered an agreement with the CIO union despite IBEW's petition last year raising the question of representation. Such action, IBEW charged, constituted unfair labor practice by depriving employes of "exercise of their rights." The pact went into effect Feb. 3.

The trial examiner found "no evidence . . . of direct violation" of the Labor-Management Relations Act, but merely that the station had given "other support" to ACA. Mr. Gardner urged that the station withdraw such support and recognition, and cease dealings with the ACA on matters pertaining to wages, grievances and other conditions. Complaint against William Penn was lodged May 17. If no exceptions are filed to the report, recommendations may be adopted as by NLRB.

allied arts

JULES V. SCHWERIN, independent distributor TV films, to Official Television Inc., N. Y., in programming and production department.

GORDON F. KEEBLE, manager CFCF Montreal, to manager S. W. Caldwell Ltd., Toronto, transcription distributing firm.

LEN HEADLEY, radio recording manager RCA-Victor Ltd., Toronto, to chairman national radio committee for forthcoming Canadian Community Chests campaign.

EUGENE S. ALLEN Jr., appointed to production staff Video Films, Detroit (motion pictures for TV advertising).

Mrs. BERTHA BIGGS appointed by CKNW New Westminster, B. C., to conduct one-month training course for all announcers.

KJR SEATTLE names Western Agency, same city, to direct its advertising. Jim Miller, account executive.

MARKETS Unlimited, L.A. (TV producers), offering TV sports show, *Bob Waterfield's Football Digest,* in either quarter-hour or half-hour segments.

PACIFIC REGIONAL Network purchases from Cardinal Co., L. A., Pacific Coast broadcasting and transcription rights to *The Johnson Family,* quarter-hour comedy-drama, broadcast five times weekly starting Sept. 11. Cardinal distributes program nationwide outside California.

PENN College, Cleveland, sets up audio-visual communications center at school. Motion pictures, film strips, slides will be used to supplement books and lectures as part of new center's equipment.

Equipment . . .

ROBERT D. MERRILL named director of sales All America Cables & Radio and subsidiaries, The Commercial Cable Co. and Mackay Radio & Telegraph Co.

RAYMOND W. AYERS elected vice president Frederick Hart & Co., Poughkeepsie, N. Y. (electronic sound recorders and precision mechanisms), subsidiary of ATF Inc., Elizabeth, N. J.

EDWIN WEISL Jr., district manager *Radio & Television Retailing* magazine, to advertising manager Tele-King Corp., N. Y., TV manufacturers.

IRA D. LeFEVRE, late comptroller General Electric Co., subject of privately printed biography, free copies of which are available by writing L. W. Mosher, I. D. LeFevre Memorial Committee, General Electric, Syracuse, N. Y.

WARREN FREBEL, formerly purchasing director Meck Industries Inc., named purchasing agent Majestic Radio & Television Co., Brooklyn.

ROY W. AUGUSTINE, engineering pioneer, named to engineering staff The Muter Co., Chicago, TV components manufacturer.

WILCOX-GAY Corp., Charlotte, Mich., acquires Majestic Radio & Television Inc., Brooklyn, and Garod Radio Corp., Majestic subsidiary.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces new double-ended beam-power amplifier tube (6 CD6-G), designed for use as horizontal-deflection amplifier in TV receivers.

RCA VICTOR, Camden, N. J., produces new relay power supply for AM, FM, or TV studios, Model BX-4A.

REK-O-KUT Co., Long Island City, N. Y., announces continuously variable-speed turntable, of broadcast quality, playing without wow from 20-100 rpm.

RAYTHEON Mfg. Co., Waltham, Mass., announces off-the-line TV monitor for use in viewing programs in control rooms, film rooms, clients' and announcers' booths and executives' offices.

Technical . . .

WESLEY BELL, KBTM Jonesboro, Ark., and **GERALD JOHNSON** to KNEA Jonesboro, as chief engineer and technician, respectively.

WILLIAM J. KOTERA to chief engineer WOW Inc., Omaha, Neb. (WOW-AM-TV KODY North Platte) **GLENN FLYNN** to assistant chief engineer. Both are longtime WOW employees. Mr. Kotera replaces **JOE HEROLD,** resigned [BROADCASTING, Aug. 28].

DAVE HALE and **GEORGE WATKIN** to engineering department KTRH Houston, Tex. **"SKIPPER" JOHNSON** named supervisor.

BILL GARCIA, WEAW Evanston, Ill., to WOKZ Alton, Ill., as chief engineer.

WALTER QUINN, engineer and cameraman WHAS-AM-TV Louisville, Ky., re-enlists in USMC.

MANNING CARRINGTON, recording engineer WDNC Durham, N. C., called to active duty with Navy.

KEYY RENEWAL
Seen in Initial Decision

INITIAL DECISION to grant the application of KEYY Pocatello, Idaho, for renewal of license on 1240 kc, 250 w fulltime, has been reported by the FCC.

Hearing Examiner Leo Resnick ruled that there was no transfer of control involved in a management option contract between F. M. Bistline, president of applicant corporation, and Louis Haller, with respect to Mr. Haller becoming general manager replacing Calvin L. Hale. Mr. Haller was offered a salary, plus an opportunity to earn bonus from profits and to acquire a stock interest in the station.

To the question as to whether licensee had operated the station in the public interest, Examiner Resnick found "a certain carelessness on the part of the applicant in reporting on program service as indicated by the apparent failure to read or comprehend the Commission's definition of educational programs, and as indicated by the discrepancies between the amounts of time attributed to agricultural and live commercial programs in written program analyses and the amounts of time devoted to these programs which representatives of the applicant could substantiate upon cross-examination.

"On the other hand this review shows a comprehension on the part of the applicant of its responsibilities for meeting the needs of the community for religious, news, agricultural, discussion and educational programs and opportunities for self expression, even though this responsibility has not been fully discharged. . . . We are of the opinion that the applicant has met minimum standards for serving the needs of the community and the public interest."

Spot time buying made easier...

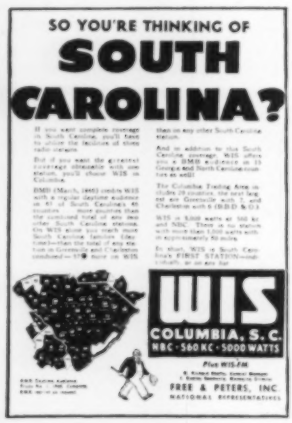
"Suppose I go into a new market," says a well-known Time Buyer. "I turn first to STANDARD RATE to size up the stations in that market: their affiliations, their power, their rates. Then I want to know their coverage. I try to determine which would give us the most for our money."

The WIS Service-Ad shown here is an example of how many stations are helping buyers of time get information they want when they're deciding which stations to use.

Last year the monthly issues of SRDS carried Service-Ads of 278 station and network AM, FM, and TV advertisers, supplementing the regular SRDS station listings with much additional information that helps buyers buy: information about coverage, audience, programs, station service.

Check the Service-Ads as well as the listings when you're using SRDS.

Note to Broadcasters: The SPOT RADIO PROMOTION HANDBOOK describes the sort of station information that makes it easier for buyers of spot time to buy what you have to sell. Copies are available from us at $1.



STANDARD RATE & DATA SERVICE
The National Authority / Walter E. Botthof
Serving the Media-Buying Function. / Publisher
333 North Michigan Avenue, Chicago 1, Illinois
NEW YORK • LOS ANGELES

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"
Contact EDWARD PETRY CO
WBAL

LOBBY COMMITTEE

House Critics Increase

AMID signs that the House Select Lobbying Committee was drawing its last breath as an entity in the 81st Congress, critics have again mounted attacks against the committee's investigative techniques.

Leading the opposition were two outspoken opponents who in the past have blasted the committee, and its chairman, Frank Buchanan (D-Pa). They were Reps. Clare E. Hoffman (R-Mich.) and Eugene E. Cox (D-Ga.).

In answer to committee critics, Chairman Buchanan has pointed out that Washington newsmen "have been careful to check the facts" when reporting on the House unit's hearings. He rejected allegations that either he, or any member of his committee, is attempting to restrict rights of petition, political action, free speech or the free press.

Rep. Hoffman had charged the committee with attempting to suppress publications of certain organizations which he said are in opposition to the "New Deal and the internationalists." He also intimated that the press and radio have been "strangely indifferent" to the committee's alleged efforts to abridge "right of free speech, a free press, the right of petition."

Rep. Cox had called upon the House group to disclose whether it had information which reportedly pointed to the Civil Rights Congress as the group which put up bond for Gerhardt Eisler. The latter jumped bond leaving the country on the *Batory*, and is now chief propagandist for the Soviets in the Russian zone of Germany.

Union's FM Holdings

Rep. Cox pointed out that the CRC's check was drawn on the Amalgamated Bank of New York, which the Congressman added is owned by the Amalgamated Clothing Workers Union, "which also owns and operates many other commercial businesses . . . including a chain of four FM radio stations licensed by the FCC." Mr. Cox said: "A few years ago, that union represented to the FCC . . . that its commercial concerns represented investments of more than $81 million."

In his statement, Rep. Cox said: "One of the union's FM stations—WFDR of New York City—has a working arrangement with a Washington, D. C., FM station, namely, WCFM, the officials and stockholders of which have somewhat questionable backgrounds and connections for being in the radio business."

Contacted by BROADCASTING, the committee staff said that it had gathered the facts concerning the Eisler case and that they were being incorporated in its reports. "These facts have been known and have been made public," a staff member said. He added that references to the ACWU's radio ownership also were well known.

Industry Testimony

It appeared last week that it would be a case of whether time would run out before NAB's Justin Miller and other representatives of the radio industry would appear before the committee to testify in behalf of equal treatment for radio with the press which is exempted under the Lobby Registration Act.

Chairman Buchanan said that if the committee is out of existence by the time the radio question comes up, the matter will be referred to the House Judiciary Committee "which would have jurisdiction."

It was admitted by committee staff workers that the committee's demise was being hastened by the critical international situation which would appear to block any efforts to bolster depleting operational funds and any need for the continuance of the committee as a select group.

NEW ABC SHOWS

Bid For Sat. Night Audience

ABC's BID for listnership on Saturday night will depend on four audience participation shows featuring such stars as Gypsy Rose Lee, Bud Collyer, Jimmy Blaine and Peter Donald.

On Sept. 16, *Shoot the Moon* with Bud Collyer, starts 8-8:30 p.m., followed by *Marry-Go-Round* with Jimmy Blaine, and four couples who are out on a date. At 9-9:30 p.m. Gypsy Rose Lee will make her debut on radio in the *What Makes You Tick* program. From 9:30-10 p.m. Peter Donald will emcee the *Can You Top This* show.

The next half-hour will be filled by a variety show called *Saturday At the Shamrock*, 10-10:30 p.m. and closing 10:30-11 p.m. will be *Dixieland Jambake*, a jazz program originating in New Orleans.

KANE New Iberia, La. USES

Magnecorder

Used By More Radio Stations Than All Other Professional Tape Recorders

PT6-JA

Greatest professional recording value on the market! Portable high fidelity recorder and amplifier—as low as $499.50

WRITE Magnecord INC.

360 N. Michigan Ave. Chicago 1, Ill.

Advertisement

From where I sit *by* Joe Marsh

Ought To "Polish Up" Her Traffic Manners!

Spent most of yesterday over at the Court House. "Tiny" Fields, the biggest and fastest-talking of our three policemen, was holding forth about his traffic troubles.

"Women drive just as good as men do," Tiny said, "and just as bad. For instance—a girl in a convertible today. She started a three-block tie-up all by herself.

"She's creeping down Main Street—left hand stuck out and sort of waving around. Never turns right or left, never stops. But, of course, everyone behind her thinks she's signaling about something. Nobody dares to pass. When I stop her and ask what's up, she smiles sweetly and explains she's drying her nail polish!"

From where I sit, that girl's typical of certain folks who are so wrapped up in themselves, they never notice they're not being fair to others. Our neighbor has a *right* to drive in safety—just as he has a right to enjoy a glass of beer. Let's all respect the other fellow's rights.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

FREE

TO NEW SUBSCRIBERS

the 1950 BROADCASTING MARKETBOOK

featuring

SPOT RATE FINDER

" . . . the most valuable tool for evaluating markets, radio-tv time buying in years."

SELLS SEPARATELY FOR $1.00

Just out, this 250-page MARKETBOOK will be sent to new subscribers upon receipt of order.

Here in one complete book are *all* the essential facts & spot rate figures for buying/selling AM FM TV time. Three color, 25" x 35" radio-tv map included with each copy.

SPECIAL OFFER

TO NEW SUBSCRIBERS

For a limited time a regular $7.00 BROADCASTING subscription includes:

52 weekly issues
$1.00 MARKETBOOK
$5.00 YEARBOOK, 1951

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Enter my BROADCASTING subscription immediately so I'll receive 52 weekly issues, '50 MARKETBOOK, and '51 YEARBOOK next January.

☐ $7 enclosed ☐ please bill

NAME

COMPANY

STREET

CITY ZONE STATE

RTDG BOARD

Votes Defense Role; Scores SDG

A RADIO and Television Directors Guild resolution offering its services in the present crisis, and an election realigning officers for a "national war" with the Screen Directors Guild of Hollywood, highlighted the annual meeting of RTDG's National Board in New York last week.

The resolution, passed unanimously, read: "The RTDG is an important force in our nation's pattern of communication. It has a long and active record of support of our government and its responsible agencies in times of national emergency. It is unalterably opposed to Communism and any other form of totalitarianism. Accordingly, in the present national crisis, it is resolved that we offer the services of the RTDG to the National Security Resources Board, Department of Defense, the President's Committee on Religion and Welfare in the Armed Forces, the National Psychological Strategy Board, and to the recently organized all-inclusive Broadcasting Industry Council."

Dick Macke of Hollywood was elected international president of the guild, along with a slate of vice presidents without local offices and free for the battle with the SDG of Hollywood. Traditionally, a New Yorker is elected to the presidency, and vice presidents are drawn from among local presidents.

Other measures included appointment of Newman H. Burnett, executive secretary, to a newly-created position of national executive director; and a decision to dispense with a national attorney and obtain legal advice in each locality.

Statement Also Issued

The board also issued a statement prompted presumably by the recent appearance in New York of Joseph Mankiewicz, president of the SDG in Hollywood and 20th-Century Fox director, to publicize his organization's recently-opened New York offices with Wallace Worsley in charge, and to invite all working TV directors in the East to join up.

Mr. Mankiewicz, while planning no membership campaign, said his guild's long film experience qualifies it best to represent TV directors, the growth of whose medium is paralleling that of early films. The West Coast SDG, which has no connection with the SDG in the east, is not a union and is not primarily concerned with working hours or salaries, he said. Instead it intends to secure the authority and control on stage necessary for TV directors if they are to produce high-quality shows. To this end, it will bring big-name directors to negotiations and will fight for such authority, whether with unions, stations, or advertising agencies, he said.

The RTDG statement set forth "RTDG's record of real service to AM and TV directors, associates, and floor managers," in contrast to what it called "the glamorous promises of SDG." "TV men will choose a truly democratic union in which they can have a share in their destiny rather than a second-class citizenship in a screen union dominated by big-time Hollywood directors, who, in many cases, are themselves management-partners, stockholders in film companies, and subject to, at the very least, divided loyalties."

RTDG Will Fight

Mr. Burnett, who issued the RTDG statement, said that RTDG will "naturally fight for the authority and working conditions required for high quality production" and that "whatever similarity there may be between television and motion picture development, TV is growing up in a new environment with today's problems, and ... yesterday's."

RTDG elected, in addition to ... president, Oliver W. Nicoll, N. Y., 1st vice president; Arthur Hu... N. Y., 2nd vice president; Hal M... ler, Chicago, 3rd vice presid... Charles Powers, N. Y., secretary, and Lester O'Keefe, N. Y., treasurer.

CONGRESS REPORTS

Solon's Radio Use Urged

RADIO reports from Congressmen to their home districts "go a long way toward dispelling the idea in people's minds that government is some kind of an impersonal machine which they are helpless to control, instead of what it is—the voice and will of the people," according to Jack Sivert, program director, KUIN Grants Pass, Ore.

His comment was contained in a letter to Rep. Harris Ellsworth (R-Ore.), part-owner of KUIN who had concluded his *Report From Congress* series over the station. The letter was printed in the Aug. 29 issue of the *Congressional Record* by Rep. Ellsworth. Mr. Sivert said the country "would be a lot better off" if more members of Congress "would do the same kind of off-the-cuff broadcasts and present them to the folks back home."

RRN AWARDS

Dinner Set For Sept. ...

CASH prizes totaling $1,700 ... three special citations will be ... vided among the nine winners ... 100 small community newspapers ... competing in New York state ... northern Pennsylvania for ... WHCU Ithaca "Press Leadership ... Awards." The weekly newsmen ... newswomen will be honored at ... press-radio dinner on Sept. 16 ... Statler Hall, Cornell U.

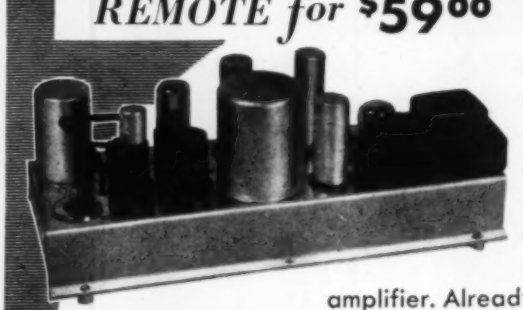
The dinner, marking the awards ... as well as the resumption of *Radio ... Edition of the Weekly Press* ... ried by WHCU and the 13-station ... Rural Radio FM Network (5:30-6 ... p.m. Sun.), will be host to participants in the cooperative show. Only those newspapers which cooperate in the production of the weekly radio program are eligible for the competition, it was explained.

Awards are made annually on the basis of quality and for "consistent and aggressive leadership" in the promotion of community action on local problems. Members of the judges panel, who will be the featured speakers, are:

Eric Sevareid, CBS newscaster and analyst; Alexander F. (Casey) Jones, managing editor, the *Syracuse Herald-Journal;* Katherine and Henry Pringle, free lance writers; Dr. William I. Myers, dean of New York State College of Agriculture (at Cornell); Michael R. Hanna, general manager, WHCU and RRN.

RECORD enrollment of 50 students at ... fifth annual Summer School of Christian Radio, Aug. 14-25, announced by Moody Bible Institute. School was sponsored by World Missionary Fellowship.

REMOTE for $59.00



Entirely new—the Gates SA-134 amplifier may be used as a remote amplifier, preamplifier, line amplifier or isolation amplifier. Already hundreds in use. A quality product through and through and priced low because of mass production. Stock availability.

THE GATES RADIO COMPANY, Quincy, Ill., U.S.A.

RCA-8D21, *used in 5-kw TV transmitters*

RCA-5592, *used in 50-kw FM transmitters*

RCA-5671, *has thoriated-tungsten filament, used in 50-kw AM transmitters*

Value Beyond Price

THE THREE TUBES illustrated are striking examples of RCA's pioneering in modern tube development . . . the kind of engineering leadership that adds *value beyond price* to the RCA tubes you buy.

The RCA-8D21 employs advanced principles of screening, cooling, and electron optics as revolutionary as television itself. The RCA-5592, with its "metal header" construction, requires no neutralization in grounded-grid circuits. The high-power tube RCA-5671 successfully employs a thoriated-tungsten filament that draws 60% *less filament power* than similar tungsten-filament types. This tube is establishing exceptional records of life performance.

RCA's unparalleled research facilities, engineering background, and manufacturing experience contribute to the quality, dependability, and operating economy of *every* RCA tube you buy. This unusual combination of research, engineering, and manufacturing leadership explains why RCA tubes are accepted as the Standard of Comparison in broadcasting.

The complete line of RCA tubes is available from your local RCA tube distributor, or direct from RCA.

The world's most modern tube plant . . .

RCA, LANCASTER, PA.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

RADIO CORPORATION of AMERICA

ELECTRON TUBES **HARRISON, N.J.**

WCAR REMOVAL

UAW-CIO Revives Dispute

THE DISPUTE between WCAR Pontiac, recently authorized to move to Detroit [BROADCASTING, Aug. 7], and the UAW-CIO Broadcasting Corp. of Michigan was back before the FCC again last week.

UAW-CIO protested that the Commission's decision permitting WCAR to move represented a victory of three FCC members over the expressed views of four. WCAR countered with a motion to dismiss the protest, claiming UAW-CIO "lacks the requisite status to file the said petition."

The union subsidiary, which lost a bid for the use of WCAR's frequency at Detroit in the same proceeding, told FCC its decision also was an open invitation to stations to move "to the big cities where you can make the most money. . . ."

Its petition asked the Commission to hear reargument on the question of WCAR's move. It did not challenge the denial of its own application or the grant of improved facilities to WCAR—from 1 kw daytime to 50 kw day and 10 kw night on 1130 kc—but served notice that if WCAR's move is disallowed it will re-file its own application later.

UAW-CIO pointed out that FCC's final decision was issued on a 3-2 vote. The proposed decision had been 3-2 against both WCAR and UAW-CIO. The difference, UAW-CIO claimed, lay in the fact that two of the three who originally voted against WCAR did not hear oral argument and therefore did not vote on the final decision.

"In other words," the petition said, "a minority of three members . . . has decided a question of great importance in direct opposition to the expressed views of four members . . ., two of whom expressed those views in the proposed decision and two of whom expressed themselves in dissent from the final decision."

The majority in the final decision consisted of Comrs. Rosel H. Hyde, who did not vote on the proposed decision, and George E. Sterling and Robert F. Jones. They pointed out that WCAR, operating as a Class 2 station at Detroit, would increase its service areas and thereby "improve its present utilization of the frequency"; would continue to serve residential Pontiac, and would continue to carry Pontiac public service programs from auxiliary studios there.

Cites Need

In dissent, Chairman Wayne Coy (who did not vote on the proposed decision) and Comr. Paul A. Walker contended that Pontiac, with no other station, needs WCAR more than Detroit needs a sixth outlet. Comrs. E. M. Webster and Frieda B. Hennock, both of whom opposed WCAR in the proposed decision, did not vote on the final.

UAW-CIO petition was filed by law firm of Rauh & Levy.

WCAR responded with a motion to dismiss the petition, asserting UAW-CIO "has never had legal standing" in the case and would not have been allowed to participate "if the Commission had not been misinformed with respect to the transmitter site" specified in its application.

The station also noted that UAW-CIO "expressly states that it does not seek a re-hearing of the denial of its own application," and that accordingly FCC's grant to WCAR is "irrelevant to the interests of UAW-CIO."

As to UAW-CIO's assertion that it may re-file its own application at a later time, WCAR claimed the petition amounted to a request that FCC consider the WCAR grant as "adverse to a state of mind of the UAW-CIO." The motion to dismiss was submitted by Washington Attorney Arthur W. Scharfeld.

NATIONAL NIELSEN-RATINGS* TOP RADIO PROGRAMS

(TOTAL U. S. AREA, INCLUDING SMALL-TOWN, FARM AND URBAN HOMES—and including TELEPHONE and NON-TELEPHONE HOMES)
EXTRA-WEEK JULY 23-29, 1950

Current Rank	Previous Rank	Program	Current Rating Homes %
EVENING, ONCE-A-WEEK			
1	1	Walter Winchell (ABC)	12.6
2	9	Mr. District Attorney (NBC)	9.9
3	3	Crime Photographer (CBS)	9.1
4	5	Mystery Theatre (CBS)	9.0
5	10	Mr. Chameleon (CBS)	9.0
6	7	Satan's Waitin' (CBS)	8.2
7	21	Broadway is My Beat (CBS)	8.1
8	23	Romance (CBS)	8.0
9	12	Yours Truly, Johnny Dollar (CBS)	
10	17	Mr. Keen (CBS)	

Copyright 1950 by A. C. NIELSEN COMPANY

NOTE: Number of homes is obtained by applying the "HOMES RATING" (%) to 40,700,000—the 1950 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, and for homes listening only 1 to 5 minutes.

COTTON GROUP

Network Starts Sept. 18

COTTON BELT GROUP, owned and operated by the Cotton Belt Broadcasting Co., will start operation with regular line facilities on Monday, Sept. 18, according to David M. Segal, general manager.

The regional network is comprised of KTFS Texarkana, Tex.; KDMS El Dorado, Ark., and WGVM Greenville, Miss., with KTFS as the key station. First regularly scheduled group program will be *Uncle Dudley's Country Store*, morning show rural in scope sponsored partially by the State Finance Co. Additional stations will be added to the network within the next few weeks, it also was announced.

Chilean Studies

RADIO and television program techniques in Chicago, New York, Washington and New Orleans currently are being studied by Ricardo Vivado Orsini, president of the Chilean Broadcasting Assn. and owner of Radio del Pacifico, station at Santiago, Chile, who arrived in the United States Aug. 15. Mr. Vivado, recipient of a grant-in-aid under State Dept.'s exchange-of-persons program, has cooperated for many years with the Inter-American Broadcasting Assn. He also is a member of the committee created to draft regulations governing Chilean broadcasting operations.

CANADA RR STRIK

Radio Little Affect

WITH few changes in sched Canadian radio networks and p services were reported last w to be continuing in operatio the face of Canada's railway telegraph strike which sta Aug. 22. Canadian networks d pend on the Canadian National Canadian Telegraph systems to nect the stations across the minion.

A week before the strike bro out, Canadian Broadcasting Cor with cooperation of the unio was able to set up its own di sional quarters at Toronto, Ottaw Montreal, Winnipeg and Va couver, giving an inflexible l network for the Trans-Canad Dominion and French networks.

Instead of relying on telegra operators to throw the switch CBC reported, this is now do from CBC operating rooms stations are cut in or out for co mercial as well as sustaining sho Although a few sustaining sho have been dropped or chang officials pointed out that no co mercial programs piped in fr the U. S. have had to be cut as y Advertising wise, the strike w reported to have brought a certa amount of spot announcem business to stations. The spo advised people not to use long d tance phones unnecessarily a from bus and truck compan regarding changes in schedules a emergency services.

Time Buyers, NOTE!

NO TV

Stations within 60 miles of

YOUNGSTOWN, O.

Ohio's 3rd Largest Trade Area

Buy

WFMJ

The Only ABC Station Serving This Market

5000 WATTS

CALL

Headley-Reed Co.,

National Representatives

MADISON, WISCONSIN

A Metropolitan City Zone of

113,201 1950 CENSUS

Dominated Day and Night by

WIBA NBC 5000 WATTS 1310 KC

and WIBA-FM 40,000 WATTS 101.5 MC

Represented by AVERY-KNODEL, INC.

programs promotion premiums

ERSONALIZED SHOW ● ●

CIM Carroll, Iowa, presented to pening-day listeners half-hour ocumentary dramatizing station's evelopment. Previously taped ow answered listeners' questions operation, staff members and reparations for getting on air. ocal angle stressed in show writ- n by Don Anderson, continuity irector.

TOP CARD ● ● ●

TOP-CBS Washington releases w rate card with rider attached effect station's rates not in- reased nor changes made in basic te structure "despite fact that TOP now has more listeners than er before . . ." New card gives stings of new participation pro- rams and one-minute announce- ent rates not listed in previous ard.

CHI EXTENSION ● ● ●

CHI Chillicothe, Mo., inaugurates ily *KCHI Extension Service of e Air*. Program has dual role of tering to farm audience and pro- ting station in various counties rrounding KCHI home county. ith tape recorder and coopera- n of County Extension service, rogram Director Jack D. Funk ords four interview-visit shows th citizens of different county ch week.

APER MAILED ● ● ●

KCW Moncton, N. B., sent trade pies of *Moncton Times & Tran- ript*, jubilee edition of newspaper mmemorating 60th anniversary Moncton's incorporation as city. opies accompanied by flyer ex- ssing compliments of "Lionel," tlet's trade-mark lobster.

ARENTS LEARN ● ● ●

WKY-TV Oklahoma City, *Report parents*, 5-5:30 p.m., Aug. 28- . Four reports in series covered rollment procedures; public hool policies and procedures; ere the money in the system es, and discussion of student per- nal problems by guidance special- t.

V SUCCESS ● ● ●

WSB-TV Atlanta, during city's ransit strike, cooperated with Rich's department store in presenting *A Televised Catalogue*, showing diversified merchandise demonstrated by store's personnel. Sell-outs in some merchandise resulted. Illustrated promotion pieces giving pictorial report of ideas effect issued by station and department store for trade.

PROGRAM BOOKLET ● ● ●

E. M. TRIKILIS & Assoc., Cleveland, publishes illustrated booklet describing TV program format for *King Kwiz* show. Copies available to interested parties by writing firm in 818 United Bank Bldg., Cleveland.

★ ★ ★ ★ ★ ★

CONSTRUCTION BLUEPRINT

KBON Omaha issues to trade 17"x22" blueprint listing plans for new afternoon disc show. Blueprint uses construction terminology along with radio terms in describing new program. KBON program department is listed as "architect" for show described as "blueprint for good listening, top ratings and sales results."

★ ★ ★ ★ ★ ★

TV BEAUTY ● ● ●

WAAM(TV) Baltimore, Miss Baltimore TV contest, The American Brewery Co. Station carried contest to select Miss Baltimore TV who was sent by WAAM to Chicago to compete in Miss U.S. TV contest. Station carried eliminations for six weeks. Winner was Georgia Reed. WCPO-TV Cincinnati ran similar contest which was won by Nancy Blythe.

ANTI-HOARDING ● ● ●

KFRD Rosenberg, Tex., series of tape-recorded programs giving reasons for not hoarding. Station interviewed prominent business men, such as bankers, shop owners and automobile salesmen. Each makes statement concerning large amounts of materials readily available, and warns against scare-buying. Narration ties diversified comments together and emphasizes theme.

PROVOCATIVE FOLDER ● ●

WCCO Minneapolis sends brochure to trade entitled "What makes a radio station great?" Leading questions, such as, "Is it power? Is it *local* favorites?" are answered. Rating of local and network shows, graphs on audience and information on station programs are included. Separate sheets are held together with brads.

MARKET BROCHURE ● ● ●

WVDA Danville, Va., sends brochure to trade showing tables of buying power and other market data concerning station's coverage area. BMB maps are included, as well as program log, identifying sponsored programs over station. Additional feature is short biographies of Dick Campbell, program director, and Frank Raymond, farm service director.

COLD CASH ● ● ●

WJAR-TV Providence, R. I., in cooperation with Autocrat Coffee, same city, sponsored 15-minute interview program concerning $1 million. Arrangements were made with Providence National Bank to deliver actual cash to studio under heavy guard. Due to government laws concerning photographing of money, extra care had to be used in setting up camera angles.

HOLD TOURNEY ● ● ●

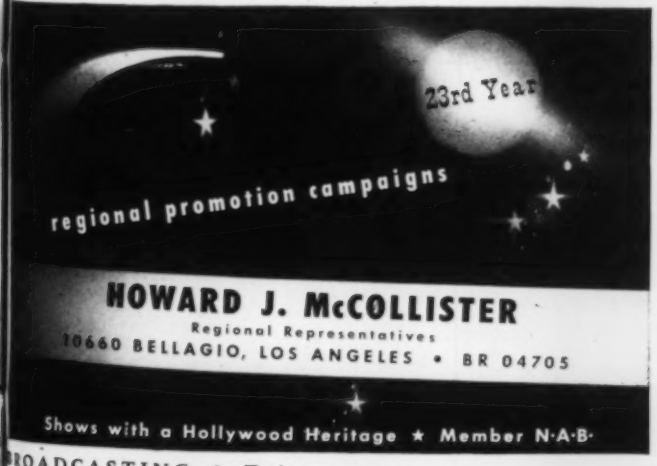
WSTC-AM-FM Stamford, Conn., supported second annual City Amateur Golf Championship held on local Hubbard Heights Golf Course Aug. 27. Winner of 36-hole tournament received three-foot trophy with name engraved.

PRAYERS AIRED ● ● ●

WWPB Miami, Fla., schedules through September *Family Rosary Hour* sponsored by Miami Council, Knights of Columbus. Each weekday evening Catholic family from Miami area is invited to recite Rosary on air. Prayers are offered for conversion of Russia.

PROGRESSIVE DANCING ● ●

KSTP-TV Minneapolis-St. Paul launches Monday 8-8:30 p.m. *Square Dance Party*, designed primarily to teach square dancing to interested studio participants and televiewers. Premiere attracted some 50 first nighters and 16 square dancers volunteered from audience to perform on show. More difficult dances planned as show advances.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The Happy Kitchen, one of the Midwest's oldest and best liked women's programs, is conducted by Nancy Goode.

Nancy Goode

This 9:15 a. m. week-day feature has been on the air for almost 15 years. The program is deftly handled by Nancy Goode, homemaker, mother and active clubwoman. Her recipes, food and household hints are of great interest to KMBC-KFRM listeners. Nancy also conducts a weekly demonstration before an audience.

Fleischmann's Yeast and K. C. Power & Light are current sponsors, but additional participations are now available!

Promotion and merchandising aids are also a part of the participation. Contact us, or any Free & Peters "Colonel" for details!

KMBC
of Kansas City
KFRM
for Rural Kansas

August 25 Applications . . .

ACCEPTED FOR FILING

License for CP

KIEM Eureka, Calif.—License for CP AM station to increase power etc.

WLEE Richmond, Va.—License for CP AM station change frequency, increase power etc.

License Renewal

Request for license renewal AM station: WBGR Jesup, Ga.; KHON Honolulu; WVJS Owensboro, Ky.; KAUS Austin, Minn.; WHEC Rochester, N. Y.; WLTC Gastonia, N. C.

AM—1260 kc

WTHJ East Point, Ga.—CP AM station to change from 1260 kc 1 kw D to 1260 kc 5 kw D.

Modification of CP

Mod. CP new FM station for extension of completion date: KRNT-FM Des Moines, Ia.

KOCY-FM Oklahoma City, Okla.—Mod. CP FM station to change ERP to 57 kw.

License for CP

WWJ-FM Detroit—License for CP make changes FM station.

WLBR-FM Lebanon, Pa.—Same.

WJPB Fairmont, W. Va.—License for CP FM station.

Modification of CP

KRLD-TV Dallas, Tex.—Mod. CP new commercial TV station for extension of completion date to 1-1-51.

August 28 Decisions . . .

BY THE SECRETARY

WMRY New Orleans, La.—Granted license AM station; 600 kc 500 w D and specify studio location.

KMYR Bcstg. Co., Denver, Col. — Granted license for new remote pickup KA-6131.

Brownsville Bcstg. Co., Brownsville, Tex.—Granted CP and license to make changes in remote pickup KA-3540.

Kinston Bcstg. Co., Kinston, N. C.—Granted CP for new remote pickup KA-7526.

Voice of The Rockies Inc., Colorado Springs, Col.—Same KA-7527.

Delta Bcstg. Co., Escanaba, Mich. — Granted CP and license for new remote pickup KA-7402.

Following granted extension of completion dates as shown: KTSA-FM San Antonio to 1-15-51; WPAR-FM Parkersburg, W. Va. to 12-12-50; WJBC-FM Bloomington, Ill. to 3-14-51.

WSID Essex, Md. — Granted license change freq. to 1010 kc, 1 kw D.

WKY Oklahoma City, Okla.—Granted license to use old main trans. as an aux. trans. with power of 5 kw.

The WFMJ Bcstg. Co., Youngstown, Ohio—Granted authority to cancel CP and delete remote pickup KA-5183.

WBNY Buffalo, N. Y.—Granted CP to install alternate main trans. on 1400 kc 250 w.

WTTS Bloomington, Ind. — Granted mod. CP for extension of completion date to 1-1-51, cond.

WPAR Parkersburg, W. Va.—Granted mod. CP for extension of completion date to 12-12-50.

Josh L. Horne, Rocky Mount, N. C.—Granted license new remote pickup KA-7345.

WJW Inc., Cleveland, Ohio—Granted license change existing remote pickup KA-4741.

WJBK-FM Detroit — Granted license new FM station; Chan. 226 (93.1 mc); 30 kw; 440 ft. ant.

WRVB Richmond, Va.—Same except Chan. 233 (94.5 mc); 25 kw; 460 ft. ant.

WHWC Madison, Wis.—Granted license new noncommercial educational FM station; (88.3 mc) 50 kw; ant. 740 ft.

WKBH Inc., LaCrosse, Wis.—Granted license new remote pickup KA-7195.

WORL Boston, Mass.—Granted mod. CP for approval of ant. and trans. and change type of trans., cond.

WKCT Bowling Green, Ky.—Granted mod. CP to install new trans., cond.

KBMX Coalinga, Cal.—Granted mod. CP for approval of ant. and trans. location.

WCSI Columbus, Ind.—Granted mod. CP to change type of trans.

KAPA Raymond, Wash. — Granted mod. CP to make changes in trans. equipment, for approval of ant., trans. and studio locations, cond.

KWED Seguin, Tex.—Granted mod. CP to change type trans.

WJON St. Cloud, Minn. — Granted mod. CP to install new trans.

WLET Toccoa, Ga. — Granted mod. CP to install new trans. and mount FM ant. on side of AM tower, cond.

WTOB Winston-Salem, N. C.—Granted mod. CP to install new trans., cond.

KIDO Boise, Ida.—Granted mod. CP to change trans.

KBTA Batesville, Ark.—Granted mod. CP to change type of trans.

National Bcstg. Co. Inc., San Francisco—Granted mod. license KA-5189 to delete freq. 152.99 mc.

Rockford Bcstrs. Inc., Rockford, Ill.—Granted authority to cancel license and delete remote pickup KA 5563.

WMCA Inc., New York—Granted authority to cancel license and delete remote pickup KA-3080.

Agr. Bcstg. Co., Chicago — Granted authority to cancel license and delete remote pickups KA-4704-6.

KFGQ Boone, Iowa—Granted CP to replace expired permit which authorized install. of FM ant. on AM tower.

WCCM Lawrence, Mass.—Granted CP to install new trans.

WMAY Springfield, Ill.—Granted mod. CP for extension of completion date to 11-15-50, cond.

KCSF San Francisco—Granted STA for waiver of Sec. 3.261 of Rules, to remain silent on Sundays for period ending in no event later than 30 days.

WFPA Ft. Payne, Ala.—Granted license change freq., decrease power, change hours of operation and install. of new trans.; 1400 kc 250 w unl.

KELD El Dorado, Ark.—Granted license install. new trans. and changes in ground system.

WMBI Chicago—Granted license install. new trans.

WIBC Indianapolis—Granted license install. old main trans. to be used for aux. purposes for daytime only, employing DA. Also granted license for alternate main trans. for nighttime use employing DA, cond.

KELY Ely, Nev.—Granted license new station; 1230 kc 250 w unl.

WFVG Fuquay Springs, N. C.—Granted license install. new trans.

WKNK Muskegon, Mich. — Granted mod. CP to change type trans.

WAKE Greenville, S. C. — Granted mod. CP for approval ant., trans. and studio location and change type trans.

KXLQ Bozeman, Mont. — Granted mod. license to move main studio to existing trans. site outside of city limits.

Following granted mod. CP's for extension of completion dates as shown: WJHL-FM Johnson City, Tenn., to 1-1-51; KGKB-FM Tyler, Tex., to 3-14-51; WKMH-FM Dearborn, Mich., to 11-28-50; WSLB-FM Ogdensburg, N. Y., to 3-19-51; WKBN-FM Youngstown, Ohio, to 11-15-50.

NBC Hollywood, Calif.—Granted authority to cancel licenses and dismiss applications for renewal of license and delete remote pickups KA-4810-4813.

Same—Cleveland, Ohio—Granted authority to cancel license and delete remote pickups KA-5482, 3, 5.

Carl E. Haymond, Tacoma, Wash.—Granted authority to cancel license and delete remote pickup KA-2249.

Textile Bcstg. Co., Greenville, S. C.—Granted authority to cancel license and delete remote pickup KA-5580.

August 28 Applications . . .

ACCEPTED FOR FILING

AM—660 kc

KFAR Fairbanks, Alaska—Extension SSA on 660 kc 10 kw unl. beginning 3 a.m. EST Sept. 1 to 3 a.m. EST May 1.

AM—1260 kc

KWHK Hutchinson, Kan. — CP AM station to change from 1190 kc 1 kw D to 1260 kc 1 kw unl. DA-2 AM... to request 1260 kc 1 kw-D ... DA-2.

AM—910 kc

WESC Greenville, S. C.—CP AM ... tion to change from 960 kc 5 kw ... 910 kc 1 kw unl. DA-2.

AM—920 kc

KFNF Shenandoah, Ia.—CP AM ... tion to change studio and trans. ... tions from Sycamore St., Shenan... Ia. to 63rd and South Sts., Lincoln...

License Renewal

Request for license renewal AM ... tion: WAPX Montgomery, Ala.; ... Juneau, Alaska; WONS Hart... Conn.; WROX Rockford, Ill.; WW... Grand Rapids, Mich.; KLPM ... S. D.; WISL Shamokin, Pa.; WP... Providence, R. I.; KTXN Austin, ... WSFA Montgomery, Ala.; WLAN ... caster, Pa.

License for CP

License for CP new AM sta... KRMO Monett, Mo.; WGET Get... burg, Pa.

WKNK Muskegon, Mich.—License ... CP to increase power etc.

Modification of CP

WPRA Mayaguez, P. R.—Mod. CP ... crease power, install DA-1 for exten... of completion date.

Mod. CP new FM station for ex... sion of completion date: KFVS-... Cape Girardeau, Mo.; WEPM-FM ... tinsburg, W. Va.; KSFH San Francis... KGDM-FM Stockton, Calif.; WLEE-... Richmond, Va.

License for CP

License for CP new FM stati... KWFM San Diego, Calif.; WJPB Fair... mont, W. Va.

Modification of License

WTHS Miami, Fla.—Mod. license ... commercial educational FM to chan... name from Technical High Schoo... Dade County Board of Public Instru... tion to Lindsey Hopkins Vocation... School, Dade County Board of Public Instruction.

WAAM (TV) Baltimore, Md.—Mod. ... license to change name commercial TV ... station from Radio-Television of Balti... more Inc. to WAAM Inc.

Modification CP

WWJ-TV Detroit—Mod. CP new com... mercial TV station for extension ... completion date.

TENDERED FOR FILING

AM—910 kc

WORD Spartanburg, S. C.—CP AM ... station to change from 1400 kc 250 w ... unl. to 910 kc 1 kw unl. DA-2.

August 29 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner Hyde

WHOM Jersey City, N. J.—Grants ... petition to accept late appearance ... re application for mod. license.

KVAN Astoria, Ore.—Granted leave ... to amend application so as to specify ... 1230 kc 250 w unl., in lieu of 1250 kc ... 250 w unl.; and application as amended ... was removed from hearing docket.

Pyramid Radio Bcstg. & Television Co. Inc., West Frankfort, Ill.—Granted ... leave to amend application, so as to ... specify 1300 kc 1 kw D, in lieu of 1... kc 1 kw D; and application as amended ...

(Continued on page 82)

FCC actions

AUGUST 25 TO AUGUST 31

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

WERD

Atlanta

860 Kcs 1,000 Watts

THE shortest route to the hearts and ears of 200,000 Negroes in the Greater Atlanta Trading Area

According to the Hooper Radio Audience Index for June, 8 A.M. to 12 Noon . . .

Network Station A	26.0%
INDEPENDENT WERD	17.5%
Network Station B	16.0%
Network Station C	13.0%

WERD, America's first and only Negro owned radio station, offers *YOU* the lowest "cost per thousand" in the ATLANTA AREA . . .

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CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Manager, prefer man now employed in managerial capacity west or midwest. State salary desired. Box 257G, BROADCASTING.

Manager for 250 watt MBS affiliate in southern Ohio. Must be strong on programming that sells and cost control. Excellent opportunity. State salary, age, qualifications. Box 258G, BROADCASTING.

Wanted: Assistant Manager for high Hooper 250 watt mutual affiliate in city of 150,000. Ability to handle some air work and supervise programs and traffic desirable, but not essential. Must have ability as salesman and sales supervisor in highly competitive market. Write to Box 262G, BROADCASTING.

Commercial manager, salesman for new 250w daytimer in Pennsylvania small market opening November. News, writing, or announcing experience helpful. Send photo, experience and salary desired in first reply. Box 267G, BROADCASTING.

Wanted: Manager, strong on sales to open new fulltime 250 watter in Ohio. Single market. Salary, commission. Full details first letter. Box 303G, BROADCASTING.

Salesmen

Wanted, experienced time salesman who can sell in competitive market for ABC 250 watter, northeast Texas. Salary plus incentive arrangement. Please send details of experience, business and character references and photo. Box 776F, BROADCASTING.

Experienced, aggressive salesman with good sales record for 1000 w daytimer, progressive New England market over 100,000. Established territory. Excellent opportunity. Send full details, photo first letter. Box 232G, BROADCASTING.

Attention salesmen—Above average sales position open on staff of northern Ohio network station for aggressive, experienced man. Good salary plus bonus arrangement. Send all details including photograph in first letter. Box 235G, BROADCASTING.

Salesman. Sam got him. Fifteen percent against drawing. Go-getter can get it here. Contract. No high pressure. Background of airwork and sales. 1000 watt independent, southeast. Must have car and low draft status. Age 25 to 30. Box 265G, BROADCASTING.

Salesman wanted for Minnesota network station. Prefer man who has had experience doing sports announcing. Hard worker will earn good money. Must have car. Box 276G, BROADCASTING.

Salesman, in midwest market, must have experience in competitive sales. Top salary and commission paid. Write to KRIB, Mason City, Iowa.

Experienced air salesman, some sports. Opportunity grow, with expanding operations income. Commensurate ability. Send details, photo, disc, salary required. Manager, KTFY, Brownfield, Texas.

Wanted immediately, energetic salesman with experience looking for permanent connection who has good program ideas as well as sales ability. Send qualifications, photo, references, salary requirements, etc. Radio Station KWOS, Jefferson City, Missouri.

Wanted: Experienced salesman. Salary-commission. Network station in good market. First class ticket an asset but not essential. Send complete story, photograph, military status to Radio Station KXEO, Mexico, Missouri.

Help Wanted (Cont'd)

Announcers

Network affiliate Rocky Mountain area has opening for announcer-copywriter. Send transcription and full details with first letter. Box 909F, BROADCASTING.

Immediate opening; fulltime DJ, $225 monthly or announcer-writer $180. Play-by-play or color and other talent fees available. Disc, resume. Box 256G, BROADCASTING.

Experienced announcer with first class license for new 250w Pennsylvania daytimer opening November. Send disc, photo and experience in first reply. Box 266G, BROADCASTING.

Need aggressive personality type announcer immediately, all-round announcing duties. Send disc, photo and first letter with complete background information. Box 283G, BROADCASTING.

Wanted: Announcer with first class ticket. Must have minimum of one year experience. Network station. Send complete story with photograph, salary expected to Radio Station KXEO in Mexico, Missouri.

Experienced announcer-engineer to serve as program director for fulltime 250 watt network affiliate. Starting salary $65.00 week. Air mail audition, photo, complete information Ed Anderson, WBBO, Forest City, N. C.

Announcer immediately. Experienced staff man who knows board. Young, livewire with good training. Air mail audition, photo, complete information or appear for audition. WBRM, Marion, N. C.

All-round topflight announcer wanted, also experienced farm director for Springfield, Illinois' largest station. Send all particulars and disc. WMAY, 418 Reisch Bldg.

Wanted, announcer with ticket. Possibly young, single man. Emphasis on announcing. No accent. Job starts at $55.00 per week with salary increases if you can produce. Send a disc and all to Chick Catterton, General Manager, WMMB, Melbourne, Florida.

Technical

Opening available in middlewest station for engineer with license and control room experience. Must be good audio production man. Exceptional opportunity for right man to grow into combination AM-TV operation. State salary, experience. Send photo first letter. Reply Box 284G, BROADCASTING.

Wanted: Combination engineer-announcer, Georgia. Network affiliate. Only applicants with southern experience considered. Send audition disc, qualifications. Box 296G, BROADCASTING.

Production-Programming, others

Independent station in southern town needs bookkeeper with other abilities such as salesmanship, continuity writer or announcer. Salary in keeping with versatility. Box 240G, BROADCASTING.

Program director to take complete charge of department. Requires ability, ideas, hard work. Pay according to what you produce starting at $65.00. Congenial staff, new plant, best working conditions. Send full details first letter. 250 watt, long established, midwest, network affiliate. Box 263G, BROADCASTING.

Wanted: Experienced writer, announcer with first class ticket. Emphasis on writing, commercial copy, news. Send complete story, salary expected to Radio Station KXEO in Mexico, Missouri.

Situations Wanted

Managerial

Manager-commercial manager, 13 years radio and newspaper management and sales. Solid radio man completely experienced in business management, employee relations and public relations. Strong on sales and programming. Good record, excellent references. Family man, two children. Draft exempt. Box 37G, BROADCASTING.

Situations Wanted (Cont'd)

Station manager. Presently employed manager fulltime network station. Twenty years experience at agencies, network and stations. Family man, aged 42, desires buy and manage small station midwest area or enter partnership or syndicate with interest to manage station. Reply Box 921F, BROADCASTING.

Manager (with investment): Thoroughly experienced manager, definitely salesminded, seeks permanency with investment up to $20,000.00 in established, reputable station. Not attempting to buy a job but interested in nominal salary and profit-sharing where experience, ability and hard work will pay off. Ten years radio management, ten years newspaper before that. Good references. Box 980F, BROADCASTING.

Manager. Eighteen years experience. Midwest or west only. Box 28G, BROADCASTING.

General manager available September first. 18 years experience all phases. Family man, sober, reliable and a top record of production. Will invest. South only. Box 110G, BROADCASTING.

Managing director, long experience, available for revitalizing station operations not now profitable. Knows every phase of station management from A to Z. Good judge of personnel. Will accept remuneration on percentage of increased profits, a straight fee, or a combination of both. Only interested in 1 kw, or more, fulltime. Box 132G, BROADCASTING.

Manager, 25 years in broadcasting, engineering and ownership background. Executive ability. Box 183G, BROADCASTING.

Manager, presently operating 250 watts in small market area profitably since inception. Strong on sales, topnotch announcer all phases. Desire change, prefer midwest. Box 189G, BROADCASTING.

You can't get blood out of a turnip, but a manager who is experienced in radio from the ground up can make almost any situation pay off. Have ability, good references, experience in all phases of station operation. Write Box 226G, BROADCASTING.

General manager, technical director, AM-TV. Experienced station operator, veteran broadcaster. Tops management, reorganization, sales, promotion, production, civic affairs, engineering both AM and TV. Thoroughly experienced all phases FCC forms, reports, rules, regulations. Not subject military call. Would consider investing. If you have CP, can build, put station on air record time. Available immediately. Box 269G, BROADCASTING.

Sales manager, can sell, manage, do sales promotion. East or midwest. Available now. Box 280G, BROADCASTING.

FM losing money? Manager-consultant team has put four FM's into black. Two by straight selling, two by combines of trans-radio, background music and storecast. No ivory tower but basic sales and promotional results. If you want the unbiased, inside operating sacks on all FM specialized services before you invest, our experience with all three can be related to your market to determine storecast, and/or background music are for you. If another plan shows promise, or your FM is hopeless, we show you why. If already engaged in some form of specialized service, you can probably use our sales "knowhow". Does your FM or AM need us? Box 305G, BROADCASTING.

Manager, of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for networks. Manager, announcer, director, writer for local stations. Television writing and directing. Never fired from a position. Would consider program directorship if opportunities and salary are right. Robert D. Williams, 1842 N. Lorraine, Wichita, Kansas.

Salesmen

Working salesman, newscaster, interested in morning news with sales to follow. Professionally experienced both fields. Salary and commission. References. Box 288G, BROADCASTING.

Situations Wanted (Cont'd)

Television salesman available, employed at TV station and have excellent volume of business. Fully experienced with more than a year as pioneer station. Have sold a score programs both live and film, daytime and nighttime. Efficient, cooperative and a guaranteed moneymaker on long term contracts. Background four years in AM, not subject to in service. Box 301G, BROADCASTING.

Announcers

Major league baseball announcer. Sports. Staff. College graduate, married. Box 910F, BROADCASTING.

Draft exempt! Experienced, seek permanent job competent organization. Accounting, announcing. Box 1[illegible] BROADCASTING.

Experienced WOR (Mutual) produc announcer. Imaginative, friendly shows, authoritative newscasts, flight staff man. Age 30, married, children. Looking for position w comfortable base salary and opportunity to better myself in ratio to abi to produce for you. College backgrou music major, speech and dramatics Columbia University. Excellent refe ences. Available October. Disc on quest. Box 122G, BROADCASTING.

Topflight college basketball, footb AA baseball staff announcer. Excelle recommendations from radio, ma league baseball and national adve tising execs. Seeking year-round spo and/or staff that pays right. Cont George Taylor, WJLD, Birmingham, Alabama. Phone 66172 or Box 17 BROADCASTING.

Announcer-writer, news editor, th years experience top mail pull, west midwest. Box 153G, BROADCASTING.

Newscaster-commentator wants co tact with alert independent stati desiring to improve program conte and attract listeners by upgradi from listless parrot-like reading fr ticker. Capable mature man with plea ing voice well versed in public affa and with high sense of balance in t general order of things. Can go alo with struggling station. Box 19 BROADCASTING.

Sports director not just another wo be sportscaster. Now employed by t tional sponsors in major market. E cellent voice. Brilliant play-by-pl reporting football, basketball, baseb based on five years of intense work young man who can provide you wi the best. Air checks available. A replies considered and answered. Bo 175G, BROADCASTING.

Top minor baseball announcer, al sports, staff, college grad, married WJLD, Birmingham-Bessemer or Bo 180G, BROADCASTING.

Announcer with leather lungs and strong stomach. Experienced in copy console. Failing stations my specialty Box 192G, BROADCASTING.

Position wanted: Announcer, experienced operator control board, 23, good voice, no licenses. Box 194G, BROADCASTING.

Announcer, writer, three years experience, seeks permanent position. Top disc show, veteran above draft age. Best references. West or midwest. Box 208G, BROADCASTING.

Announcer-writer, strong on news, music, sports. Good sell. Creative ideas, imagination. Thorough knowledge radio. Veteran. Will travel. Disc, photo, sample continuity on request. Box 211G, BROADCASTING.

Announcer, 3½ years experience. Strong on news, commercials, special events. Box 212G, BROADCASTING.

Announcer-writer. Two years college. Thorough knowledge radio. Strong on news, commercials. DJ. Knows music, operate console. Dependable hard worker, top references. Veteran will travel. Disc, photo, details available. Box 213G, BROADCASTING.

Experienced staff, DJ, 25, 2½ years commercial radio. College BA Degree. Permanent. Will travel. Box 220G, BROADCASTING.

Sports announcer, 2½ years experience play-by-play baseball, basketball. Disc on request. Hold first class license. Box 302G, BROADCASTING.

Situations Wanted (Cont'd)

nouncer-Deejay, now employed desires position as announcer. Now farm director, which is not work I am trained for. One year experience. Can operate console. Radio school graduate. Travel midwest. Single. Disc and photo available. Box 228G, BROADCASTING.

nouncer — Two years experience, presently employed. No drifter, non-smoker, draft exempt. Am not a perfect, but reliability "hotshot," but a good dependable staff announcer. Details, disc, and photo upon request. All inquiries answered upon. Box 229G, BROADCASTING.

announcer-disc jockey. Presently employed. Single, 25, draft exempt. Experienced in all phases of announcing and console operation. Desire midwest or east. Disc, photo available. Box 236G, BROADCASTING.

gressive sports for sportsminded station. Have built two stations' sports. Three years play-by-play Big Ten football, basketball; class A baseball. Currently sports completely rewritten, delivered. Have BS, MS in journalism specialty news and special events experience; newspaper training. 23, single, permanently draft exempt. Ready for football. Top references. Tape available. Box 237G, BROADCASTING.

bination man. Dependable, experienced, graduate of leading school. Available immediately. Box 246G, BROADCASTING.

nouncer, writer, single. Strong on news and news interpretations. Have complete and thorough knowledge of popular and jazz music. Have program ideas that are certain success. Have some radio writing. College background. Draft exempt. Box 247G, BROADCASTING.

bination announcer-engineer with 5 kw phone license. Curtailment of forty-four hour operation forces release at present station September 7. Audition available. Single, will travel anywhere. No floater. Box 250G, BROADCASTING.

nouncer-salesman. Thoroughly trained all phases. Travel anywhere, own car, single. Strong commercial, news. Excellent DJ, remotes. Work board, write own copy. Photo, disc on request. Box 251G, BROADCASTING.

nouncer, seeking change, currently with 1000 watt AM & FM station in midwest. Would like western location. NBC trained, married, 3 years college. Resume, disc, photo upon request. Box 256G, BROADCASTING.

nouncer, 25, single, all-round staff man. Professional background. More than interested in TV. Familiar with ropes. Box 254G, BROADCASTING.

nt graduate of Stanford-NBC Radio Institute, desires job in western states. Combination man, announcer. Married. Start modest salary. Disc sent on request. Production and programming. Box 260G, BROADCASTING.

ditional revenue and additional service belong to the station with a local news bureau. Listener appreciation in 250 thousand marketing area very high. One man, newscaster, legman and re-writeman serving that area with 8 years metropolitan newspaper experience. Also announcer and continuity writer. Single, will travel. Box 266G, BROADCASTING.

nouncer, 15 years experience all phases. Over draft age, married. Will go anywhere. Former NBC staff. All replies answered. Box 268G, BROADCASTING.

nouncer, over five years of experience. Good writer. Married, presently employed. Wants position as announcer or program director. Box 270G, BROADCASTING.

nouncer, 3½ years experience all phases, mainly news and DJ. Top mail pull. Single, veteran, not in reserve. No floater. Box 275G, BROADCASTING.

wscaster, announcer. 6 years experience. Prefer midwest. Married. Box 277G, BROADCASTING.

, dependable announcer with experience desires job with small station. College grad. Disc on request. Box 278G, BROADCASTING.

Situations Wanted (Cont'd)

Young, single, fine voice, seeking staff announcing position. Some experience. Trained in all phases radio at Radio City. Will travel. Disc available. Also fully trained in TV. Box 286G, BROADCASTING.

Background in show business. Single, veteran, personality. Prefer disc or participation shows. Box 292G, BROADCASTING.

Newsman, announcer, four years commercial experience, 25, degree, married. Authoritative news delivery, local reporting, rewrite. All phases staff work. Box 294G, BROADCASTING.

Topflight sportscaster available. Football, college and high school. Baseball, major and minor; basketball, college and high school. Excellent air salesman for sponsor and selling the game. Experienced, all-round staff man. Excellent sports references. $60.00 minimum. Box 295G, BROADCASTING.

Announcer, 3 years experience independent, network, disc jockey, news, sportscaster, commercials. Strong on record shows. Control board operation. Prefer middlewest. Box 298G, BROADCASTING.

Almost 20 years experience announcer, newscaster, special events man, copywriter, producer. Draft exempt. Have worked on all types stations, 250 watts to 50 kw. Congenial, capable, educated. Neat appearance, rich resonant voice, best references. Available now. Box 300G, BROADCASTING.

Announcer, network delivery. Thoroughly experienced all phases radio. Excellent recommendations. Mark Andrews, 3148 Wilson Ave., Chicago, Irving 8-1681.

Sportscaster, disc jockey, will travel anywhere. Frank Brightman, 5 Graham Street, Jersey City 7, N. J.

Announcer, experienced. All-round newscaster, dee jay and sports. Will go anywhere. Disc and photo available. Robert James, 513 Emmett St., Palatka, Florida.

Combination man, with experience. Prefer employment with station in New York State. Available immediately. Call or write, Al Korabek, Boston Springville Road, Boston, New York.

Announcer, 26, single, hard worker. No regional accent. Strong on news, music, continuity. Graduate best radio school. Data, disc, photo. Ray Maurine, 30 W. Chicago Ave., Chicago, Illinois.

Does your station need a shot in the arm? I'm loaded with talent and all-round announcing experience. Specialty—comedian type DJ. Single. Sober. Age 25. Will travel. Disc available. Why wait, you fool you! Frank Mizerka, 3636 South 54th Ave., Cicero, Illinois.

Trained announcers, writers, operate Gates and RCA boards. Start forty and forty five week. Pathfinder School of Radio, 1222 Oak, Kansas City, Missouri.

Plenty of radio school training, news, announcing, writing, acting. Excellent voice and diction. Steady, reliable family man, 30. Disc, picture available. Will travel. Ralston Smith, 6502 S. W. Vermont St., Portland 19, Oregon.

Experienced two men team as disc jockeys, all-round sports and news announcers also knowledge of control board. E. Zalick, 322 E. 89 St., NYC.

Mr. Station Manager—Are you looking for a young, married announcer with 5 years experience (DJ, musical clock, news, staff, etc.) who can ad-lib commercials, handle board, splice wire, change teletype ribbon, be corrected, leave liquor alone and is looking for advancement and permanence in the southwest? Then please write or wire C-7, 4260 Chestnut St., Philadelphia 4, Pa. Available Sept. 15.

Technical

Immediately available leading school grad. 1st class phone, familiar with turn-tables and audio consoles. Vet, single, sober, all offers considered. Box 199G, BROADCASTING.

Engineer, experienced transmitter, remotes, console, maintenance. Married, will travel, have car. Box 737F, BROADCASTING.

Engineer, 2½ years, transmitter, remotes, taperecorders, 3 years army radio. Graduate leading radio school. Willing to travel. Box 904F, BROADCASTING.

Situations Wanted (Cont'd)

Experienced engineer, 41 years old, over 25 years in broadcasting desires chief engineer's position of group or regional chain. Box 182G, BROADCASTING.

License, degree, 12 years experience as engineer. Box 209G, BROADCASTING.

Chief engineer available immediately, experienced construction, operation, maintenance. Veteran, married, wishes settle southwest, permanent position. Best references. Write Box 214G, BROADCASTING.

Engineer first phone, married, veteran, experienced transmitters, remotes, taperecordings, RCA graduate. Car, will travel. Box 227G, BROADCASTING.

Experienced combination engineer-announcer, 27 months experience—fourteen of which have been as an announcer-engineer. Desire permanent position with progressive station in the east. Available for personal interview. Box 231G, BROADCASTING.

I'm making $6000 a year. But I'm working two jobs to make it. I want a job with security and chance for advancement that pays at least $5000 to start. Eight years broadcast engineering, five years communications radio. Hold first phone, second telegraph and class A amateur licenses. Age 26, married with family, dependable, best references. Box 233G, BROADCASTING.

Thoroughly experienced combo man looking for employment in southern California area. Presently employed as chief engineer and held same position at two other stations. Have written copy and worked net. Single, dependable and conscientious worker. Box 234G, BROADCASTING.

Engineer, 1st phone, specialist in audio, plenty theory, no experience. I am 28, single, draft exempt and have car. Box 253G, BROADCASTING.

Engineer. First phone. Four years AM & FM transmitters, control room, remotes, recording. Also factory testing and trouble-shooting. Desire position with station operating or planning DA installation. Prefer upstate New York. Veteran, age 32, single, business trained Box 261G, BROADCASTING.

Engineer, first phone, one year experience all phases. References, veteran. Box 271G, BROADCASTING.

Chief engineer looking for permanency with an established station. Have all that it takes to operate, maintain, design and construct any size AM, FM or TV operation. Top references. Box 274G, BROADCASTING.

Announcer: School of Radio Technique graduate, trained all phases of radio. 10 years experience in show business. Travel anywhere. Box 281G, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer seeks permanent career job. Fifteen years experience, including directionals. Understand importance close cooperation with sales, program departments. Married, best references. Box 285G, BROADCASTING.

Engineer, 1st phone, just completed summer relief. Now looking for position in Northeast. Have background for copy and sales. Box 287G, BROADCASTING.

First phone, married, desires to break in on up-and-coming organization. Box 291G, BROADCASTING.

Engineer, some experience 5 kw xmitter, disc, Magnecorder. Veteran, age 26, married. Graduate radio school, reliable, first phone, will travel anywhere. Box 304G, BROADCASTING.

Engineer, 1st phone. Available immediately. 5 years experience maintaining, operating, installing AM xmtr to 5 kw, FM to 20 kw, mastercontrol room, recording, remotes, etc. ½ year TV repair. Desires permanent position. P. O. Box 5811, Metro Station, Los Angeles 55, California.

Chief engineer, engineer, constructor, announcer. R. C. Barritt, 1200 Susquehanna, Pittston, Penna.

Graduate of V. T. I. One year broadcast experience. Transmitter, studio, remotes and recording. Six months taxi radio maintainance. 27, married, free to travel. Ben Trolson, 6 Williams Street, Hammond, Indiana.

First phone license, experienced transmitter operator. James Turner, 6609 Avenue T, Brooklyn, N. Y.

Have 1st class license seeking engineering or combination position, no experience, willing, age 19, single. Disc on request. Fred W. Warner, St. Edward, Nebraska.

Production-Programming, others

Young, thoroughly experienced radio man with excellent qualifications, desires small market program director's position. Presently doing announcing-production large city. Box 89G, BROADCASTING.

News editor-program director, 7 years experience. Available for personal interview. Box 126G, BROADCASTING.

Livewire young personable college graduate, executive secretary, radio background seeks position production, continuity, radio, TV. Available September. Write Box 128G, BROADCASTING.

(Continued on next page)

FOR SALE!

RCA 1A 1000 WATT

BROADCAST TRANSMITTER

AS IS

COMPLETE — EXCELLENT CONDITION

FIRST $1,000 CHECK RECEIVED GETS IT!

WIRE, WRITE

***MANAGER,* WKY**

OKLAHOMA CITY, OKLAHOMA

XUM

Situations Wanted (Cont'd)

Top radio-TV producer seeks change; now department head, account executive medium-sized New York agency; co-ordinate complete campaigns; want active agency production; station programming. 28, mature, married; MA Degree. Box 238G, BROADCASTING.

Experienced women's commentator, special events, interviews, fashion shows. Program director. Box 239G, BROADCASTING.

Woman continuity writer desires some air work also. References, copy, disc, photo sent on request. Midwest only. Box 242G, BROADCASTING.

Program director, sportscaster, experienced in all phases of station operation. Promotions, sales, etc. Box 243G, BROADCASTING.

TV writer, vet, young, intelligent, conscientious and very promising, desires opportunity to make himself useful to ad agency, station or package outfit. Box 244G, BROADCASTING.

Successful program director, 4 years experience. Young, energetic, tested ideas that sell and maintain high Hoopers; topflight executive; full knowledge production, announcing, music, copy. Will submit brochure of past experience. Box 248G, BROADCASTING.

Young woman, 22, desires position in radio. Experienced radio news reporter, some broadcasting and sales work, plus training. Interested chiefly in women's programming and/or disc shows. References. Box 255G, BROADCASTING.

Developer of new business, research man, copy chief, program director, desires opportunity in active sales small market. Fulltime station. Married, ex GI. No mitch, just pitch. Box 259G, BROADCASTING.

Woman commentator, writes 3 shows. Hollywood news, disc jockey, program for shut-ins. 13 years in radio. 6 months TV films. Write Box 270G, BROADCASTING.

Idea-minded women's director desires production job in established station or agency. Two years commercial experience. College graduate. Box 278G, BROADCASTING.

Program director thoroughly experienced in programming, announcing, news and continuity writing; top references, character and ability. Presently employed. Box 279G, BROADCASTING.

Help! Some people need it. I offer it! Assistant program director, announcer. Excellent AM-TV training. Available for GI on job training. Box 289G, BROADCASTING.

N. Y. U. grad. (male) radio broadcasting major seeking steno, secty position in radio, will travel. Start rock bottom. Box 290G, BROADCASTING.

Capable young woman, single. Four years experience in traffic, continuity. Sample copy, other information at your request. Will travel. Box 293G, BROADCASTING.

Television

Announcers

Staff announcer network owned-operated AM-TV station seeks position other AM-TV or TV station. Single, 24, 4-F, university graduate. Experienced all phases announcing both mediums. Box 245G, BROADCASTING • *TELECASTING.*

For Sale

Stations

Station in Los Angeles County. See Ad Page 35.

Profitable south Atlantic thousand watt daytime in community of nine thousand, industrial, farming, timber. Box 241G, BROADCASTING.

Equipment, etc.

For sale: 5 kw composite AM transmitter, Doherty circuit, originally Western Electric linear, operating, available January 1. Two 343A, two 212E, four 321A tubes new. Best offer. Box 297G, BROADCASTING.

For sale: RCA 86-A-1 limiting amplifier, $195.00. RCA 69-B distortion meter, $165.00. Southeast Audio Company, 112 West Union, Jacksonville, Florida.

Make offer FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. H. Edwin Kennedy, WILM, Wilmington, Delaware.

Wanted to Buy

Equipment, etc.

Wanted: Complete equipment for 250 watt AM broadcast. List equipment and quotations in first letter. Box 272G, BROADCASTING.

Need immediately—Collins 212-B-2 or Collins 212-B-1 console or RCA, type 76-B-5 console. Wire collect Henry J. Keyes, Chief Engineer, KOVO, Provo, Utah.

Transcription player for auditioning vertical recordings. State price and **full details. WLIP, Kenosha, Wisconsin.**

Miscellaneous

RADIO ACCOUNTING SERVICES

COMPLETE OPERATIONS COVERAGE

Includes all required FCC and income tax information and reports.

•

J. R. Hoffman & Associates
1319 F St., N.W., Suite 505
Washington, D. C.

EXecutive 9788

Help Wanted

Production—Programming, Others

PROGRAM DIRECTOR WANTED

• WEST COAST

REGIONAL (major network) station interviewing applicants for top programming job which will lead to overall Station Manager. Successful applicant must prove unquestioned ability to build top Hooper ratings morning and afternoon. Right man must be able to earn respect of entire staff, hire and fire all program personnel. Responsibility covers Farm Department, Women's Department, Sport's Department, News Department, Western and straight Disc Jockeys, Announcers and Continuity Writers. Must be a natural leader and above all have ability to prove to a strong Sales Department that his programming will build top competitive Hoopers. Let's not kid ourselves. To bat 300 in our league you should not be over 35, have two young children, still married to the FIRST WIFE, and own an automobile. Don't tell us how many years you've worked for a network. Do tell us how many years you've worked for a Strong Independent. Tell about your programming successes. Tell about your ability to hire the right people and emphasize your experience in getting along with a hard hitting Sales Department. Remember we are not hiring an Announcer. We're hiring a Program Director who has sense enough to operate the same way the Managing Editor of a good newspaper functions. **We must increase our circulation and we must render a public service.** No TV competition—but we do have a potential exceeding 150,000 BMB Radio Homes. We'll pay a reasonable starting Salary and if you can't **earn your first raise in six months** you can expect to be fired. If you are in East, Middlewest, or South, a personal interview will be arranged between September 15 and October 15. If you're on Coast interview will be arranged immediately. Your references will be thoroughly checked and we'll take a good look at you and insist that you take a good look at us before a mutual agreement is reached. To protect your present job, your application will be kept in strict confidence. Get your information to us promptly. BOX 299G, BROADCASTING.

Situations Wanted

Production—Programming, Others

News Editor-newscaster available. 8 years experience in all phases of radio news. 31 years old, married. Presently at 50 kw in large midwest market. Minimum salary considered $100 weekly.

BOX 249G, BROADCASTING

Los Angeles County Independent

$340,000.00

This Los Angeles County independent, clear regional channel, high wattage, built by radio pioneer. Retiring due ill health. Currently yielding 25% on invested sales price. TV proof.

Terms $140,000.00 escrow, balance relatively soon after FCC approval.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	360 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

WIAC Dispute

NLRB has approved a stipulation agreement settling a dispute between WIAC Santurce, P. R., and Asociacion de Radio Locutores y Controles de Puerto Rico, a CIO union, over representation of station's employes by the labor organization. WIAC was ordered by NLRB not to "discourage membership" in the CIO or any other labor union "by discharging or refusing to reinstate any of its employes," or to otherwise "restrain or coerce" them. WIAC valued equipment and material used in its operation in excess of $100,000, and testified that it rebroadcasts daily news items from the U. S.

KARK EXTENSION
Given to Dec. 1 by FC

FCC has given KARK Little Ro... Ark, until Dec. 1 to comply w... its 1949 rules governing the ... vation of broadcast time as part ... a station's sales price, and ser... notice that "no further extens... of time will be granted except ... unusual circumstances not ... foreseeable which render delay ... avoidable."

KARK had asked that it ... given an unspecified period of ... beyond Sept. 1, the expiration ... of the station's present tempora... extension of license. The Commi... sion pointed out that four exte... sions had been granted already ... though no proposal has been s... mitted to FCC looking toward ... solution of KARK's contractual ... pute, which is the Church of ... Nazarene.

FCC's rules (Sec. 3,109), wh... became effective Feb. 15, 1949, ... bid licensees to reserve time ... part of the sales price when th... sell stations, and, with respect ... such contracts which were alre... in existence, require renegotiati... within limits set by the Commi... sion. FCC pointed out that t... Supreme Court has upheld legali... of the rules.

PROPAGANDA WAR
America Not Losing—Barr...

AMERICA is not losing the p... paganda war with Soviet Russ... despite a popular defeatist at... tude in many circles, and is, ... fact, "capitalizing on stup... errors" made by USSR and sat... lite propagandists, Edward ... Barrett, Assistant Secretary ... State for Public Affairs, told t... Overseas Writers in Washing... last Tuesday. He spoke at a lun... eon in the Willard Hotel.

"The time is now ripe for us t... intensify our psychological offe... sive—to wheel out our big gu... and capitalize on the reputati... for integrity which has been ... painstakingly earned by the wor... ers of the U. S. Information Ser... ices, by the Voice of America, ... the BCC and by others," Secreta... Barrett asserted.

ONE OF THE NATION'S OUTSTANDING RADIO SCHOOLS

Only six short months for your First Class License, just 52 weeks for you to become a highly skilled Combination Announcer Operator. Includes announcing, writing, selling, drama, news editing, production programming, disc jockey.

100% placement of Combination men
Veteran Approved: Housing Arranged
Write for free catalogue

NORTHWEST BROADCASTING SCHOOL

531 S. W. 12th • PORTLAND, OREGON

DUAL CALL SIGN
FCC Upholds Decision

FCC HAS REFUSED to relax a "general policy" forbidding use of common basic call letters by AM-FM-TV stations which are under common ownership but are located in different communities.

The refusal came in an opinion and order denying a petition of WHFC Inc., licensee of WEHS (FM) Chicago and WHFC Cicero, for seeking permission to identify as WHFC and WHFC-FM.

The company pointed out that Cicero is located geographically in the approximate center of the Chicago metropolitan district; that WEHS duplicates WHFC programs 33½ hours per week; that use of common call letters would give listeners a clearer impression of the relationship between the two stations, would make listeners and potential advertisers realize that the FM station is closely identified with an old, experienced station, and would enhance the prestige of WHFC and promote times sales on both stations.

To avoid confusion or deception, the company pointed out, the FM outlet would still be identified as a Chicago station and the AM station would continue to be announced as located in Cicero. But FCC ruled:

The Commission adopted [its] general policy . . . in order to eliminate the confusion and uncertainty caused by licensees employing common call letters for stations under common ownership but located in separate communities in the same general area. Specifically, the use of the same basic call letters by AM and FM stations under common ownership but located in different cities of the same metropolitan area inevitably results in a certain amount of bewilderment and confusion—in spite of individual geographical delineation for each of the two stations in the station-identification announcement.

For even though the call letters of each station is linked in the announcement with its respective city, the simple mention, in the same brief announcement, of a common call for the two stations may leave the average listener in doubt as to the true identity and location of both stations. Consequently, in such cases, an opportunity exists for a licensee to gain an unfair trading advantage or to subverge the individual interests of one of the communities it was authorized to serve.

Cancel Canada Meets

WESTERN ASSN. of Broadcasters convention which had been scheduled Aug. 30-Sept. 2 at Jasper, Alta., and board of directors meeting of Canadian Assn. of Broadcasters, Aug. 28-30, at Jasper, were cancelled due to the Canadian railway strike.

JOE ADAMS
REACHES ALL
NEGROES
IN LOS ANGELES
KOWL 5000 WATTS CLEAR CHANNEL
LOS ANGELES - SANTA MONICA, CALIF.

DEFENSE MATERIALS
Selective Taxes, Controls Urged

SELECTIVE use of excise taxes on products which consume special materials, manpower or facilities required for military production should be authorized by Congress to finance military rearmament, the Research and Policy Program unit of the Economic Development Committee asserted last Monday.

In a broad statement on "Economic Policy for Rearmament" the program committee noted that the present tax bill does not include any excise increases except for television sets and deep freezes and proposed "rates high enough to cut down buying and definitely limited to the duration of the emergency."

The program committee, speaking within the framework of policy adopted by its parent Research and Policy Committee, expressed conviction that the task of increasing rate of military expenditures is "not very big" in terms of overall reduction that will be required in supply of goods for civilian use.

"The increase in military output would be 6% to 8% of the rate of non-military production before the Korean attack," the committee said. "We should be able to increase our total output 6% and possibly 8% in the next year, by re-employing some of the unemployed, increasing the hours of work, normal growth of population, increase of productivity, and entrance of more women and older workers into the labor force. Thus we can probably carry though the present program with little reduction in total overall civilian supplies."

The committee felt that "a larger than average cutback will be required in civilian supplies of certain hard goods using metals or other scarce materials" (such as the electronics industry), but added that "even in those fields the kinds of cutbacks in sight will leave the civilian economy adding to its already large stock of durable goods at a rapid rate."

Government Restraints

Calling on the government to restrain "non-military demand," the committee said that it may be necessary "in particular cases" to invoke industry cooperation and mandatory production or distribution controls to assure availability of materials, manpower and facilities.

The committee also felt that credit restrictions governing civilian demands for durable goods also are indicated and noted:

. . . There may still be particular cases in which civilian demand is too large for speedy military procurement. There may still be particular plants that are overloaded with civilian orders and particular materials that are flowing too largely to civilian uses. Many of these situations could be handled by voluntary cooperation between the government and the industries concerned. But still it may be necessary on some occasions to attach priorities to military orders, to allocate materials, to limit non-military production and to requisition needed materials.

But, the committee added, wage and price controls or rationing "are not only unnecessary now but would actually impede the nation's efforts to build up its military force, prevent inflation and strengthen our economy.

With respect to credit controls, the committee felt that increased down payments and shortening of repayment periods on hard goods purchases would not only force a release of resources from civilian output but also reduce inflationary pressure.

An adequate policy of curtailing civilian demand, the CED group said further, will "clear the way for the military program." To this end, it suggested, "the military procurement agencies must decide what they want, how much they want and when they want it, as quickly, definitely and far in advance as possible."

Need for Integration

Their plans must be "integrated to avoid competition for the same facilities and for manpower in the same areas," the committee stated.

The new poliry statement was issued by CED officials at a news conference at the Statler Hotel in Washington. Members of the CED Program Committee include Gardner Cowles, Des Moines *Register* and *Tribune* and president, Cowles Broadcasting Co., licensee of KRNT Des Moines; Philip D. Reed, chairman of the board, General Electric Co.; and Marion Folsom, Eastman Kodak Co., chairman of the board of trustees, CED.

WARA OPERATION
September Opening Is Set

WARA Attleboro, Mass., owned and operated by the Attleboro Radio Assn., will commence operation the latter part of September, according to Keith S. Field, manager.

In addition to Mr. Field, personnel will include the following: William A. Dawson Jr., sales manager; Henry Felix, program director; Stanley S. Emery, chief engineer; Prof. Samuel Gould, professor of radio at Boston U., consultant. A fulltime independent, WARA is authorized for 1 kw on 1320 kc.

Contract for simulcasts of U. of Nebraska football games on WOW-AM-TV and KODY is signed by F. W. Hoffman, president of Cudahy Packing Co. Looking on are Mr. Dooley (l) and John W. Christian, vice president and general sales manager of the packing firm.

* * *

CUDAHY SIGNS
For Nebraska Football

SPONSORED simulcasts of all U. of Nebraska football games on WOW-AM-TV Omaha and KODY North Platte, Neb., licensed to WOW Inc., was assured last week as Cudahy Packing Co. signed a $35,000 contract through Grant Advertising Inc. with Robert Dooley, WOW Inc. national sales manager.

Present plans call for Cudahy to use institutional copy calling attention to the opening of an Omaha office, which will serve as national headquarters. Contract covers direct simulcasts of five U. of Nebraska home games at Lincoln and filmed versions of four road contests to be telecast on a delayed basis on succeeding Monday evenings. Tip Saggau, WOW-AM-TV sports director, will handle the series. Contract, reportedly one of the largest AM-TV sports packages to be signed in the Midwest, was consummated after General Electric dropped broadcast rights because of anticipated merchandise shortages.

Joseph Hershey McGillvra INC.

for
SALES GETTING REPRESENTATION

Contact our nearest office

Chicago	185 N. Wabash Avenue
Atlanta	Rhodes-Haverty Building
Baltimore	2104 N. Charles Street
San Francisco	68 Post Street
Los Angeles	684 S. Lafayette Park Pl.
New York	366 Madison Avenue Executive Office

RADIO STATION REPRESENTATIVES • AM • FM • TV

CALIF. OUTLETS

2 Recommended by FCC

NEW LOCAL standard stations were recommended for Inglewood and Escondido, Calif., in an initial decision issued last week by FCC. Bids for outlets at Santa Monica and Oceanside, Calif., would be denied.

Hearing Examiner Elizabeth C. Smith, on the basis of Sec. 307(b) of the Communications Act which requires equitable distribution of broadcast facilities, proposed to grant the application of Centinela Valley Broadcasting Co. at Inglewood and the bid of Balboa Radio Corp. at Escondido. Both stations would operate on 1450 kc with 250 w fulltime.

The application of Crescent Bay Broadcasting Co. for 500 w daytime on 1450 kc at Santa Monica was found to be in default for failure to complete presentation of evidence at the hearing.

'False Representation'

The examiner found that Oceanside Broadcasting "failed to demonstrate sufficient fitness to justify a grant" of its application. The decision stated this conclusion was reached "in view of the false representations made in the application with respect to the bank account of the applicant, the contradictory, evasive and ambiguous testimony of the partners, the failure of the applicant to make full disclosure to the Commission in its application for construction permit with respect to the participation of others in the promotion of the station and the preparation of the application, as well as the general lack of knowledge of, and familiarity of the partners with, the requirements of the Communications Act and the rules and regulations of this Commission."

The examiner also indicated she could not condone the failure of Balboa Radio to file an agreement for option which would give Fred J. Steinmetz conditional opportunity to acquire stock in the firm if he dismissed his competitive application and Balboa were to be approved, nor the falure of Balboa to construct and operate AM and FM stations previously granted for San Diego. However, the conclusion stated that these facts, "viewed in the light of the surrounding circumstances are not sufficient to disqualify the applicant."

Ownership of the applicants:

Centinela Valley Broadcasting Co., Inglewood—Grantee of Class A FM station there. Principals: Edwin W. Dean, editor-publisher Inglewood Daily News, president 250 sh; Carl F. Fossette, executive secretary West Basin Water Assn., vice president-general manager 250 sh; Frank H. Afton, owner local Studebaker agency, treasurer 125 sh; Vernon P. Spencer, attorney, secretary 125 sh; Kenneth H. Kraft, retired Highland Park, Ill., businessman, director 250 sh.

Balboa Radio Corp., Escondido — Emil Klicka, San Diego, retired Bank of America vice president, president 26%; Charles T. Leigh, retired vice president Consolidated Vultee Aircraft Corp., vice president 26%; J. A. Donnelley, San Diego attorney, secretary 17.7%; Joseph W. Brennan, retired San Diego port director, assistant secretary 26%; Burton D. Wood, San Diego attorney, director 4.3%.

Oceanside Broadcasting Co., Oceanside—Partnership: Elmer Glaser, merchant, general partner 23%; Ray A. Wilcox, real estate interests, former mayor of city, limited partner 45%; David Rorick Jr., auto agency owner, limited partner 20%; Hyman Glaser, merchant, limited partner 6%; Max Glaser, merchant, limited partner 6%.

JOHNSTON LAW FIRM

Set Up in Washington

EVERETT D. JOHNSTON, who has been engaged in communications work in Washington for almost 20 years, has resigned from the law firm of Kirkland, Fleming, Green, Martin & Ellis to open his own law practice, specializing in radio, effective last Friday.

His offices are at 1038 Washington Bldg., Fifteenth St. and New York Ave., NW, Washington.

Mr. Johnston, who received his AB and LLB degrees from George Washington U. in Washington, entered the radio field with the old Federal Radio Commission, where he was assistant chief of the docket section.

He subsequently joined the Washington firm of Dow, Lohnes & Albertson, and later the Washington offices of Kirkand, Fleming, Green, Martin & Ellis, with which he has been associated for the past seven years. He is a native of Findlay, Ohio.

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.

WIBW The Voice of Kansas in TOPEKA

BASEBALL CAMP

KRNT Co-Sponsors Tryouts

THIRD ANNUAL KRNT Des Moines-Chicago Cubs baseball tryout camp for youths from 9 to 21 years old was held this month by KRNT Sports Director Al Couppee. Mr. Couppee promotes and manages the project each year in Des Moines in cooperation with Chicago Cubs' traveling coach-scouts.

The camp is one of the summer's biggest events for players in Iowa, and one of the biggest non-commercial baseball schools in the country. Additionally, the project is a good

Mr. Couppee demonstrates bat grip for youthful baseballers at KRNT-Chicago Cubs third annual tryout camp.

* * *

vehicle for helping combat juvenile delinquency, according to KRNT, the Des Moines *Register and Tribune* station.

The camp is located in Pioneer Memorial Park, home of the Cubs-owned Des Moines Bruins, where Mr. Couppee promotes, organizes and handles enrollment, as well as managerial and administrative details. Five states were represented in the enrollment of over 1,200 would-be baseball players with 60 finalists receiving awards. Mr. Couppee is a former Iowa U. football player and all-around athlete.

AIR RAID WARNING

N. Y. Stations Focal Point

NEW YORK radio and television stations are the focal point of the city's air raid warning system in plans announced last week by Seymour N. Siegel, general manager of WNYC New York, city-owned station, and director of Civil Defense Communication. Prepared in cooperation with a 23-station radio and TV committee, the plan calls for a push-button activated network of all New York stations. The stations will receive the flash simultaneously for transmission to the listening public.

Radio and television, under the plan, will be used also to train radiological defense volunteers, air raid wardens and spotters, control and report center personnel and first-aid workers. Installation of TV receivers in precinct station houses and fire stations is proposed.

FCC Actions

(Continued from page 76)

Decisions Cont.:

was removed from hearing docket.

Rollins Bcstg, Inc., Georgetown—Denied petition to advance date hearing presently scheduled for 22, 1951, in re application Rollins that of Elizabeth Evans, Seaford.

WCLI Corning, N. Y.—Granted to amend application to submit intensity measurements and new neering report based upon analysis measurements; and application amended was removed from docket.

Western Mass. Bcstg. Co., Great rington, Mass.—Granted dismiss application.

Beacon Bcstg. Co. Inc., Boston—Granted to dismiss without prej application for FM station.

KXRN Renton, Wash.—Granted tion to accept petitioner's later ance in re application in Docket

FCC Bar Assn. Committee on tice and Procedure—Granted for extension to Sept. 10 within to file comments in matter of ment of Subpart C of Part 3 of

By Commissioner Webster

KWIK and Leslie Bowden Burbank, Calif.—Granted extension time to Sept. 13 within which exceptions to Initial Decision in of Revocation of License of KWIK.

By Hearing Examiner Fanney

WHDH Boston, Mass., WXKW plain Valley Bcstg. Corp., Albany—Dismissed petition of WHDH for tinuance of hearing scheduled for 5, in matter in Docket 9227 et al dered that hearing in proceeding continued from Sept. 5 to Sept. Washington; and that upon of further direct testimony of commencing Sept. 6, further in this proceeding is scheduled Oct. 3.

Carl H. Meyer, Streator, Ill.—Gr continuance of hearing from Aug. to Sept. 27, in re his application.

By Hearing Examiner Jack P.

Twin City Radio Dispatch, Inc., Paul, Minn.—Granted petition as it requests that record in re appl tions not be closed as of Aug. 21; further ordered that further herein be scheduled for Sept. 18 Washington.

By Hearing Examiner Basil P.

Paris Bcstg. Corp., Paris, Ill.—Gr petition for continuance of hear from Aug. 25 to date to be announ by Commission after action has taken on applicant's presently pend petition to reconsider and grant out hearing.

By Examiner Elizabeth C. Smith

KXLR No. Little Rock, Ark.—Gr leave to amend application in or to establish financial qualifications bringing up to date financial data file.

August 29 Applications...

ACCEPTED FOR FILING

License for CP

WERH Hamilton, Ala.—License CP new AM station.

WCBM Baltimore, Md.—License CP to change frequency etc.

AM—1050 kc

Door County Radio Co., Sturg Bay, Wis.—CP new AM station 100 w unl. AMENDED to request kc 250 w D.

License Renewal

Request for license renewal AM tion: WOC Davenport, Ia.; WS

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers thorough trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director

RCA INSTITUTES, INC.

A Service of Radio Corporation of America

350 W. 4th St., New York 14, N. Y.

TEXT OF FCC CONCLUSIONS RELATIVE TO COLOR TELEVISION — RELEASED SEPT. 1

(See Story Page 4)

A. GENERAL

The testimony and demonstra- in these proceedings leave no for doubt that color is an im- ant improvement in television dcasting. It adds both apparent lition and realism in pictures. It s up whole new fields for effective dcasting, rendering life-like and exciting scenes where color is of essence—scenes which in black and e television are avoided or, if tele- have little appeal.

Because color is such a funda- tal improvement in television, the mission is of the opinion that in blishing standards, a system must chosen that produces a satisfactory picture and is capable of operat- through apparatus that is simple to ate in the home and is cheap gh in price so as to be economically ilable to the great mass of the Amer- purchasing public. The Commis- is of the firm opinion that it would be in the public interest to estab- a television system where only k and white receivers are cheap gh for the great mass of the Amer- people and color television is avail- le to those who can afford to pay luxu- prices.

In order for a color system to be idered eligible for adoption, it must t the following minimum criteria:

It must be capable of operating within a 6-megacycle channel allo- cation structure.

It must be capable of producing a color picture which has a high quality of color fidelity, has ade- quate apparent definition, has good picture texture, and is not marred by such defects as misregistration, line crawl, jitter or unduly promi- nent dot or other structure.

The color picture must be suffi- ciently bright so as to permit an adequate contrast range and so as to be capable of being viewed un- der normal home conditions with- out objectionable flicker.

It must be capable of operating through receiver apparatus that is simple to operate in the home, does not have critical registration or color controls, and is cheap enough in price to be available to the great mass of the American purchasing public.

It must be capable of operating through apparatus at the station that is technically within the com- petence of the type of trained per- sonnel hired by a station owner who does not have an extensive re- search or engineering staff at his disposal and the costs of purchase, operation, and maintenance of such equipment must not be so high as unduly to restrict the class of per- sons who can afford to operate a television station.

It must not be unduly susceptible to interference as compared with the present monochrome system.

It must be capable of transmitting color programs over inter-city re- lay facilities presently in existence or which may be developed in the foreseeable future.

It should be noted that the above teria do not include compatibil- The Commission is of the opin- that if a satisfactory compatible tem were available, it would cer- inly be desirable to adopt such a sys- . Compatibility would facilitate the broadcaster the transition from ack and white broadcasting to color adcasting and would reduce to a inimum the obsolescence problem of esent receivers. However, as will be eveloped more fully later on in this eport, no satisfactory compatible sys- tem was demonstrated in these pro- ceedings and the Commission is of the opinion, based upon a study of the his- tory of color development over the past ten years, that from a technical point of view compatibility, as represented by all color television systems which have been demonstrated to date, is too high a price to put on color. In order to make these systems compatible, the alternatives have been either an unsat- isfactory system from the standpoint of picture quality, or a complex system, or both. A complex color system will have such formidable obstacles in its path that there is no assurance it would be acceptable to the American public. The Commission is compelled to reach the conclusion that no satisfactory com- patible color system has been developed.

124. The receiver aspect of compati- bility, moreover, is merely a temporary problem which will decrease progres- sively each year once receivers are built incorporating new standards. Based upon an assumption of 7,000,000 sets in the hands of the public at the present time, the problem of compati- bility would be diluted each year de- pending on the annual rate of produc- tion. It is not possible to forecast what the annual rate of production would be, but, by way of illustration, if sets were continued to be manufactured at the present rate of production (e.g. five to six million sets a year) then one year after the adoption of an incompatible system approximately 40% of the re- ceivers in the hands of the public should be capable of receiving these signals without any change whatsoever —they will have been built that way.[31] The percentage will become progres- sively larger each year. So far as own- ers of existing receivers are concerned, if they make no change, they will still be able to receive programs broadcast in accordance with present monochrome standards—there will undoubtedly be such for several years after a decision— or they can spend the relatively minor amount of money necessary to adapt their sets and thus be able to receive all programs in black and white or they can spend a slightly larger amount and get color programs in color. It would not be in the public interest to deprive forty million American families of color television in order to spare the owners of seven million sets the expense re- quired for adaptation.

Convertibility or Adaptability

125. The criteria set forth in Para- graph 122 likewise do not include any reference to convertibility or adap- tability. Much of the reasoning appli- cable to compatibility applies likewise to convertibility or adaptability. While there is some doubt as to whether some of the color systems proposed here meet the test of adaptability and con- vertibility (as defined in Paragraph 103) contained in our Notice of July 11, 1949, no objection was raised by the Commission or any of the parties to the consideration of any of the color systems proposed herein and no objec- tion is raised in any of the Proposed Findings or Replies. Accordingly, the three systems are considered on the merits.

126. During the hearing evidence was introduced to show the patent position which is held by RCA in the television field, and one of the parties urged the Commission to reject the RCA system in order to encourage competition and avoid monopoly. The Commission rec- ognizes that if a monopolistic patent position exists in the radio field, it would tend to discourage fundamental research by other companies and would tend to foster concerted action on the part of the patent licensor and its licensees, which could result in con- trol of receivers sold to the public. However, on the record in these pro- ceedings we do not believe that we are called upon to make a decision as to whether RCA does have a monopolis- tic position in the radio field, as urged by some, or merely one of leadership, as contended by RCA, because the decision as to whether the RCA sys- tem should or should not be adopted is based solely on a consideration of the system on the merits. If the Com- mission should find that a monopolistic situation does exist or such a situation should develop, appropriate proceed- ings can be instituted under the anti- trust laws or the Commission can seek from Congress legislation to prevent the building of monopolistic patent structures in the radio field, or both.

[31] The Commission is aware that some manufacturers expressed a reluctance to build sets for an incompatible sys- tem if it is approved by the Commission. We believe that an informed public would demand receivers that are ca- pable of getting programs from all television stations in the area and that the manufacturers would build such receivers.

B. THE CTI SYSTEM

127. The Commission is of the opin- ion that the CTI system falls short of the criteria we have established for a color system. In the first place, the quality of the color picture which the CTI system produces is not at all satis- factory. There is a serious line crawl problem and the picture texture is not satisfactory. These defects were clear- ly evident at the demonstrations on the record at the low levels of illumina- tion there used. With the higher il- luminations that would be required for home viewing, the defects would be more pronounced. Improvements in apparatus will in all probability not eliminate these defects since they ap- pear to be inherent in the CTI line sequential system.

128. In the second place, there is great doubt as to whether CTI even qualifies on what it claims to be one of its principal advantages—compati- bility. There is a serious degradation in quality of the black and white pic- tures which existing receivers get from CTI color transmissions. While the Commission would not rule out an otherwise satisfactory color system merely because some degradation re- sulted in the black and white pictures which existing sets would receive from the color transmissions, a serious prob- lem would be presented where the deg- radation is as substantial as in the case of the CTI system.

129. In the third place, the equipment utilized by the CTI system is unduly complex. At the receiver, image regis- tration control is so critical that it is entirely unlikely that the average per- son could successfully operate it. At the station end, the equipment is like- wise so complex that even though trained personnel would be available, it is most doubtful that they could maintain the equipment in the precise operating condition that is necessary for the system for a regular broadcast operation. This difficulty will be par- ticularly onerous in the case of out- door pickup equipment which is sub- ject to much harder use and rougher handling than studio equipment. CTI did not demonstrate any outdoor pick- up equipment.

130. In the fourth place, CTI did not offer sufficient evidence on which a finding could be based as to whether the system is unduly susceptible to interference. While the evidence in- troduced does indicate that the system has approximately the same suscepti- bility to interference as the present monochrome system so far as normal operation is concerned, no evidence was offered concerning offset carrier operation and there is reason to believe that the CTI system would not derive as much benefit from offset carrier operation as the present monochrome system or the other two color systems.

131. So far as networking is concern- ed, CTI color transmissions are capable of being relayed over both coaxial cable and microwave relays.

C. THE RCA SYSTEM

132. The RCA system also falls short of the criteria set forth above. In the first place, the color fidelity of the RCA picture is not satisfactory and it would obviously not be in the public interest to adopt as standard a color system which does not produce a satisfactory color picture. At none of the demon- strations on the record could RCA consistently produce pictures with ade- quate color fidelity. The inability ac- curately to reproduce skin tones is a particularly serious handicap. There appears to be no reasonable prospect that these difficulties in the RCA sys- tem can be overcome, because of mis- registration, mixed highs, cross talk between picture elements, and critical- ness of color control implicit in a sys- tem where a time error of 1/11,000,000 of a second results in color contamina- tion.

133. In the second place, the texture of the color picture is not satisfactory. At all of the demonstrations the quality of the picture was marred by mis- registration and also to a certain ex- tent by dot structure. Indeed, even on the score of compatibility the quality of black and white pictures which existing sets receive from RCA color transmissions is somewhat de- graded because of dot structure and misregistration at the camera; how- ever, the black and white picture re- mains of reasonably good quality. Moreover, the RCA color picture has a "soft" quality, probably due to the difficulty in maintaining contrast, par- ticularly in small areas. It is difficult to see how these defects can be elimi- nated. Correcting misregistration in the RCA system is an exceedingly difficult task as has already been in- dicated. Smoothing out the dot structure can mean losing resolution or contrast, or both. Poorness of con- trast, particularly in small areas, ap- pears to be the price of mixed highs, cross talk, and dots which are larger than single picture elements.

134. In the third place, the receiving equipment utilized by the RCA system is exceedingly complex. The Com- mission would certainly not consider adopting a system which was limited to receivers of the dichroic mirror type demonstrated on the record. These receivers are so bulky, so com- plicated, so difficult to operate, and so expensive that it is inconceivable that the public would purchase them in any quantity. RCA did demon- strate a receiver using a direct view tri-color tube towards the end of the hearing but the Commission is not satisfied that the tube solves the prob- lem of complex receivers. The tube was not demonstrated until late in the proceedings and has had very little field testing. It has not been available to other parties or the Commission's laboratory for the purpose of check- ing its operation. As demonstrated, the tube had an inadequate number of dots, produced insufficient illumina- tion, and had a serious moire pattern in it. There is no assurance that the tube will not be unduly expensive, for while an RCA witness testified that the tube would cost 50 to 100 percent more than black and white tubes of cor- responding size, no data were submitted in support of this estimate. Finally, even though the tube is developed, there is no assurance that the receivers will not continue to be unduly com- plex and difficult to operate. Since a time error of 1/11,000,000 of a second results in color contamination, it is difficult to see how color control can be simplified to a sufficient extent for home use.

Complexity of Equipment

135. In the fourth place, the equip- ment utilized at the station is exceed- ingly complex. There is no assurance that satisfactory commercial type equipment can be built because at not a single demonstration on the record was accurate registration maintained throughout the demonstration. More- over, there is such great difficulty in maintaining the equipment in the pre- cise operating condition which the system entails that it is extremely un- likely that the job could be done by an organization that does not have an extensive staff of research personnel and engineers at its disposal. The type of trained personnel which is generally available to the average station could hardly be expected to handle such a difficult job. The above difficulties will be particularly onerous in the case of outdoor pickup equipment which is subject to much harder use and rougher handling than studio equipment. RCA did not demonstrate any outdoor pickup equipment.

136. In the fifth place, the RCA color system is much more susceptible to certain kinds of interference than the present monochrome system or the other two color systems. A demon- stration of oscillator radiation such as would be received from other tele- vision receivers not only caused severe interference to the picture but under certain conditions upset color synchro- nization so that color control was lost.

137. So far as networking is con- cerned, RCA color transmissions can be handled by inter-city relays with 4-megacycle capacity but there is not adequate assurance on this record that color pictures can be transmitted over the 2.7 megacycle coaxial cable facili- ties. On this point, the common carriers who testified at the hearing indicated that they are progressively increasing the percentage of their inter-city facili- ties which are represented by micro- wave relays. Moreover, the coaxial cable is capable of being modified to accommodate 4 megacycle teleyision transmissions. The Commission expects the common carriers to have 4 mega- cycle facilities for all television pro- grams as soon as possible so that the public will not be required to accept network programs which are sub-

(Continued on page 84)

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ledo, Ohio: KMED Medford, Ore.: OGT Orange, Tex.

Modification of CP

WBCA Schenectady, N. Y.—Mod. CP M station for extension of completion te.

Mod. CP for extension of completion te: WAVE-TV Louisville, Ky.: DTL-TV Salt Lake City, Utah.

APPLICATION RETURNED

License for CP

KULE Ephrata, Wash.—RETURNED ept. 24 Application for license to cover P AM station.

FCC Roundup on Page 46

stantially degraded in horizontal resolution.

RCA Field Testing

138. Finally, the RCA system has not met the requirements of successful field testing. The system introduces entirely new techniques into broadcasting, principally dot sampling and the use of mixed highs. Extensive field testing is required before a final answer can be given as to the value of these techniques. The Commission is still of the same view today as it was in March 1947 when it rejected the former CBS color system—a much simpler system and one which had more field testing than the RCA system. At that time, it stated:

"Before approving a new system of television it is indispensable that there be an adequate program of field testing. Receivers and transmitters must be subject to numerous tests over a long period of time and at a diversified set of locations and operating conditions so that operation under average home conditions is closely approximated. Without such field testing, there is no assurance that all fundamental defects have been eliminated. There is a great difference between the performance of a system in a laboratory with trained personnel and its operation in the home by the average citizen. In the history of electronics there have been developments which looked promising in theory and even in operation in the laboratory but which revealed such fundamental defects when subjected to adequate field testing that they had to be abandoned entirely."

RCA has not successfully shown that its equipment is simple enough to be operated by the average individual: the testimony of a trained expert that it can be done is not a satisfactory subsitute.

139. In ruling out the RCA system, the Commission has not overlooked the testimony of the many radio manufacturers who directly, and through their trade association, endorsed the dot sequential system. The Commission is aware that of necessity it must rely to a great extent upon industry experts for data and expert opinion in arriving at decisions in the field of standards; our own facilities are too limited to gather much of the data. However, the responsibility for decision is that of the Commission and we cannot feel bound to accept recommendations and expert opinions when we find from a study of the record that the record supports different conclusions. Moreover, the testimony of many of the parties was not based on field testing conducted by them or upon an analysis of field testing made by others but were simply recommendations and expert opinions of a general nature. In weighing these recommendations and expert opinions we cannot overlook the fact that many of these same parties offered recommendations and expert opinions of the same kind as the basis of their advocacy in the 1946-1947 hearing of the simultaneous system—a system which never survived field testing.

D. The CBS System

140. This leaves for consideration the CBS system. In the Commission's opinion, the CBS system produces a color picture that is most satisfactory from the point of view of texture, color fidelity and contrast. The several demonstrations on the record included a wide variety of subject matter both in the studio and out of doors and the picture which resulted was in each case entirely suitable for home viewing purposes.

141. Recivers and station equipment are simple to handle. They have been subjected to use in widely diversified circumstances and no difficulty has been encountered. The receivers are simple and when produced on a mass marketing basis, should be within the economic reach of the great mass of purchasing public.

142. The susceptibility to flicker in the CBS system is greater than in the present monochrome system but in the Commission's view the brightnesses that have been achieved on disc receivers are adequate for home use and the evidence concerning long persistence phosphors shows that there is a specific method available for increasing brightness on non-disc receivers with no objectionable flicker. The CBS system is subject to color fringing or color breakup under certain circumstances. This is not a serious obstacle for two reasons. In the first place, many viewers after awhile tend not to see these defects. This is evident from a comparison of the little amount of comment on this subject in this hearing, compared to the 1946-1947 hearing. In the second place, these effects occur rather infrequently and many of them can be minimized by programming techniques. When they do occur, they are no more annoying to the viewer than stroboscopic effects in motion pictures.

143. The CBS system has less geometric resolution than the present monochrome system but the addition of color more than outweighs the loss in geometric resolution so far as apparent definition is concerned. Of course, owners of receivers which have adapters but which are not built for color will receive only a black and white picture from CBS color transmissions—a picture which will not have color to compensate for the loss in resolution. However, this is a matter of choice for the viewer; he can have color if he so desires. Moreover, the black and white picture he receives from CBS color transmissions is still an acceptable picture; the degradation is of the order involved when black and white pictures are transmitted over the coaxial cable. There appears to be no alternative to some degradation in the quality of the black and white picture from color transmissions since even the so-called compatible systems suffer from the same failing.

12½ Inch Size

144. At the present time, the CBS system is, as a practical matter, limited to projection receivers or direct-view tubes of no greater size than 12½ inches (which can be magnified to 16 inches). Projection receivers have not had widespread public acceptability and the trend in direct-view receivers is to tube sizes larger than 12½ inches. The tri-color tube demonstrated by RCA is not limited to 12½ inches and RCA witnesses as well as other witnesses agreed that the tri-color tube could be utilized on the field sequential system. The Commission has no doubt that this is so, if the tube is successfully developed. However, at the one demonstration on the record when such a tube was shown—the RCA demonstration of April 6, 1950—the pictures were not in correct registration. It was not possible to determine whether the registration difficulties were at the camera or in the tri-color tube, or both. Since accurate registration has proved exceedingly difficult to achieve at the receiver as well as at the camera in the RCA system, the Commission is unable to conclude on the basis of this record that a successful tri-color tube has been devised with correct registration built into it. Moreover, the RCA tube as demonstrated had inadequate resolution, insufficient brightness, and a serious moire pattern in it. Finally, we are not certain that the color fidelity of a tri-color tube is of sufficiently high quality for a broadcast service.

145. Since there was no demonstration on the record of a direct view tri-color tube on the CBS system, the record does not contain a definitive answer as to whether direct-view tubes larger than 12½ inches are possible with the CBS system. Thus two difficult courses of action are open to the Commission. The first course of action is to reopen the record and to have a demonstration on the record wherein a tri-color tube or other technique for displaying large size direct-view pictures could be tried out on the CBS system. The second course of action is to adopt a final decision now promulgating color standards on the basis of the CBS system with the confidence that since the radio industry has succeeded in creating much larger tube sizes than those demonstrated in 1941 when standards for black and white television were adopted, they would succeed in building apparatus that would eliminate the present limitation in the CBS system as to size of direct-view tube.

Advantages Cited

146. The advantage of the first course of action is that the Commission would not be compelled to speculate as to an important basis for its decision but would have a definitive answer on the basis of which to act. The disadvantage is that it would postpone a final decision and hence would aggravate the compatability problem. The time already devoted to this hearing has magnified the problem. The advantage of the second course of action is that it would bring a speedy conclusion to the matters in issue and would furnish to manufacturers a real incentive to build a successful tri-color tube as soon as possible. A real competitive advantage would accrue to the company that succeeded in bringing out such a tube. The disadvantage is that the Commission's determination on an important part of its decision would be based on speculation and hope rather than on demonstrations.

147. Three other matters present the Commission with the same difficult choice between the two courses of action referred to above. Two developments were demonstrated in this hearing which hold real promise for increasing definition both in color and black and white pictures. One is horizontal interlace and the second is the efficacy of long persistence phosphors in reducing flicker, thus providing the means for decreasing the field rate and increasing the number of lines in the picture. Both of these techniques require further testing and, if successful, may make desirable additional changes in the field and line repetition rate.

148. The third matter we refer to is the possibility of new color systems and improvements in existing color systems which have been informally called to our attention since the hearings closed. Of course, these are not matters of record and cannot be relied on in reaching a decision unless the record is reopened. In considering these developments the Commission is aware that the institution of these proceedings stimulated great activity in the color field and that since fundamental research cannot be performed on schedule, it is possible that much of the fruit of this research is only now beginning to emerge. On the other hand, the Commission cannot overlook the obvious fact that one of the easiest methods of defeating an incompatible system is to keep on devising new compatible systems in the hope that each new one will mean a lengthy hearing so that eventually the mere passage of time overpowers the incompatible system by the sheer weight of receivers in the hands of the public.

Factors Involved in Choice

149. The answer as to which course of action to choose depends on whether a method exists for preventing the aggravation of the compatibility situation if a final decision is postponed. If there is no method to accomplish this, the Commission believes that a final decision should not be delayed and that the CBS color system should now be adopted. This would be consonant with our action in launching black and white television in 1941. On the basis of this record, the CBS color system is at least as fully developed as was the black and white system in 1941. However, if there is a method whereby aggravation of the compatibility problem can be avoided, we would feel more confident in postponing a decision so that a definitive resolution could be had of the matters set forth in the preceding paragraphs.

150. The answer to this question rests with the radio manufacturing industry. Existing television receivers are built to operate on transmission standards that have a horizontal synchronizing rate of 15,750 and a vertical synchronizing rate of 60. As a practical matter, the oscillators on receivers that accomplish the synchronization are built so that this response is broader than the specific figures set forth above. For example, if the horizontal synchronizing rate were 15,000 or 16,000, the receiver could accommodate itself to the change; there are controls on the front or back of the receiver that can be adjusted to operate on any figure within the assumed bracket 15,000 to 16,000. The same is true for the vertical oscillator. It is obvious that if the bracket within which the receiver could operate were as high as 29,160 for the horizontal oscillator and 144 for the vertical oscillator,[32] it would be capable of receiving CBS color transmissions in black and white simply by the adjustment of controls already on the receiver. Moreover, such a receiver would be capable of handling the different synchronizing rates that might be later adopted by the Commission for modification of the existing black and white, or CBS field sequential color, or both, as a result of further tests with horizontal interlace and long persistence phosphors.

[32] See Paragraph 42.

FCC Conclusions

(Continued from page 83)

FCC Issuing Notice

151. In order to accomplish this purpose, the Commission simultaneously with the release of this Report is issuing a Notice of Proposed Rule Making providing for bracket standards in the present monochrome system. These bracket standards provide for a television composite video signal substantially the type and properties now employed in monochrome, but with the number of lines variable between 15,000 to 32,000 per second, and number of fields ranging from 50 to 120 per second.[33] Receivers built to incorporate such bracket standards would be equipped with a manual or automatic switch to select instantaneously between two sets of standards falling within the above ranges, one of which will be the present monochrome standards, and the other the CBS proposed standards. The receiver would produce pictures of equivalent size, geometry, linearity and brightness on each of the two positions of the switch. Interested persons are given until September 15, 1950 to submit comments. In addition, manufacturers are requested to submit a statement as to whether if the bracket standards are adopted they would, commencing with the effective date of the order adopting the bracket standards as final—30 days after publication of the order in the Federal Register—build all their television receivers so as to be capable of operating within the above brackets. If, on the basis of the comments submitted, the Commission is able to adopt the bracket standards as final without a hearing and the Commission receives assurances from a sufficient number of manufacturers to insure that such bracket standards will be incorporated in the great majority of television receivers, then we will be in a position to postpone a decision in this proceeding since we will have the time to explore more fully the matters set forth above, confident in the knowledge that adequate provision has been made to prevent aggravation of the compatibility situation. If the bracket standards cannot be made final without a hearing or if assurances are not received from a sufficient number of manufacturers concerning their plans for incorporating bracket standards in their receivers, the Commission will not feel free to postpone a decision, for every day that passes would aggravate the compatibility problem. In that event, a final decision would be issued adopting the CBS color standards.

152. One of the proponents of a system in these proceedings is a substantial manufacturer of television receivers. One of the companies which has informally advised the Commission that it has developed a new color system is also a substantial manufacturer of television receivers. Two other parties in this proceeding are in the same category. Finally, the Radio and Television Manufacturers Association, a party in these proceedings, is a trade association whose membership commands a very large part of the television manufacturing capacity in this country. Within this group lies the answer as to whether the status quo on compatibility will be maintained if the Commission postpones the issuance of a final decision at this time. The Commission proposes to afford this group an opportunity to indicate to the Commission this answer by means of the procedure set forth in the preceding paragraph.

Second Notice Basis

153. If, pursuant to the procedure set forth in Paragraph 151, bracket standards are adopted as final prior to decision as to the color phase of the proceedings is postponed, the Commission will issue a second Notice of Proposed Rule Making proposing that color standards be adopted on the basis of the CBS field sequential system. The same bracket standards as set forth for black and white television in the previous paragraph would also be proposed for color television. In addition, interested persons would be invited to conduct field tests with respect to horizontal interlace for use in both black and white and color television so that specific proposals based upon such field testing could be presented to the Commission for its consideration. Also, provision would be made for any person to propose a color system different from the field sequential color system proposed in the Notice by C…

[33] The Notice provides that if brackets are adopted, television broadcasters will continue, until further order of the Commission, to broadcast in accordance with present standards of 15,750 lines per second and 60 fields per second.

FCC Favors CBS Color

(Continued from page 4)

month-old color proceeding, ll short" of color criteria laid rn in decision. Columbia's sys- meets those criteria if a de- on has to be made now, FCC d. It held that one must be de now unless aggravation of patibility problem for out- nding receivers can be pre- ted, but that Commission ma- ty would like to consider four ecific questions further:

(1) Use of direct-view tubes ger than 12½ inches with CBS tem, which heretofore has pri- ily employed rotating color wheel on receiver, resulting in limitations on screen size above 12½ inches or 16 inches with enlarger; (2) use of horizontal interlace (to improve horizontal detail) in both monochrome and color; (3) use of long-persistence phosphors; (4) development of new compatible systems or improvements in compatible systems which have been reported since color hearing was completed. These would be taken up in conjunction with "proposal" to adopt CBS system if industry accepts "bracket standards" concept.

FCC conceded its proposals may make further hearings necessary. This would be true, for example, if CBS should wish to demonstrate tri-color tube or other means of achieving large-size direct-view pictures—in which case FCC said it "would be prepared to give CBS every assistance possible in securing the use of tubes or other equipment." (RCA has developed tri-color tube which officials say can be used with CBS system, but FCC said it was not yet convinced that "successful" tube has been developed. Paramount Television Productions also has tri-color tube which it says would be useful with field-sequential system.)

Further Hearings Possible

Proposals for other systems meeting FCC's color criteria, or for use of horizontal interlace, also would call for further hearings.

RCA, CTI, General Electric, and Hazeltine Corp. are among those which have reported substantial improvements or new systems (see early story, page 42). RCA, which has spent an estimated $3 to $4 million on color work, reportedly is prepared to devote that much more to further development. Both RCA and CTI, among others are expected to push for consideration of their developments.

FCC's proposed "bracket standards," understood to have been suggested by FCC Chief Engineer Curtis B. Plummer, would involve increasing the scanning rate tolerances of receivers so as to cover range including both existing standards and those advanced by CBS. FCC authorities estimated unofficially that it should involve a relatively minor increase in retail set costs.

Commission felt "if a satisfactory compatible system were available, it would certainly be desirable to adopt such a system." But on basis of color history it thought that "from a technical point of view, compatibility, as represented by all color television systems which have been demonstrated to date, is too high a price to put on color."

CBS system, FCC said, "is at least as fully developed as was the black-and-white system in 1941." Its picture is "most satisfactory from the point of view of texture, color fidelity, and contrast"; record demonstrations produced pictures "entirely suitable for home use"; its receivers and station equipment "are simple to handle" and sets produced on mass-marketing basis "should be within the economic reach of the great mass of purchasing public," FCC asserted.

FCC noted that estimated costs of new CBS-system sets, including regular monochrome, approximated $200 for 7-inch receiver (effective 10-inch picture) and $300 for 10-inch set (effective 12½-inch picture), and that adapting and converting existing 7-inch set to reproduce 10-inch CBS color picture would cost $95 to $130.

Hyde's Views

Comr. Hyde, in separate statement of views, outlined reasons for favoring establishment of CBS standards now. He argued it isn't essential to see CBS system work with tri-color tube before making decision; that "definitive action now" would minimize "such dislocation and inconvenience as will necessarily be caused by the introducton of a color system," and would also "obviate the risk of unnecessarily delaying color." He concurred "especially" with imposition of "stringent limitations on the reopening of the record" and scope of any further proceedings.

Comr. Hyde was in "full agreement" with majority's view that "one of the easiest methods of defeating an incompatible system is to keep on devising new compatible systems in the hope that each new one will mean a lengthy hearing so that eventually the mere passage of time overpowers the incompatible system by the sheer weight of receivers in the hands of the public." He continued:

However, despite our differences [between himself and FCC majority] as to methods to be used to achieve our aim, I am confident that all the Commissioners and the responsible members of the industry are as eager as I to terminate these proceedings with the adoption of a system meeting all of the mentioned criteria set forth in Paragraph 122 of the Conclusions, and to expedite the use and enjoyment of color television.

Accordingly, I hope that the fears expressed by the majority and by me will not be realized, and that industry will cooperate with the Commission in reaching the goal by not requesting unnecessary or unwarranted delays. Such delaying tactics would receive the short shrift they merit at the hands of the full Commission, in accord with avowed views of the majority as specifically set forth in Paragraphs 154 to 156 of the Conclusions.

Time Need

Comr. Hennock agreed with majority that more time is needed to make decision and with proposal to issue "bracket standards." But she felt adoption of non-compatible system would have "very serious" effects on present TV service, raising problems for both broadcasters and set owners. She disagreed with decision of majority to "propose" CBS standards if "bracket standards" are adopted to minimize compatibility question, saying such proposal would be "premature." She thought industry should be given more time to develop compatible system, with final decision delayed until June 30, 1951. If no "significant change" has occurred by that time, she said, "I would vote for the adoption of the field-sequential system."

Emphasizing problems arising from adoption of non-compatible system, Miss Hennock said:

The most direct effect of the adoption of incompatible color standards on the present set owner would be an immediate or eventual diminution of television service, or alternatively, the necessity of making an additional expenditure to maintain the usefulness of his set. To the extent that the proposed field sequential standards are utilized the present set owner would be unable to make use of his receiver.

I feel that there is a moral obligation on this Commission to insure that valuable programming service will continue to be rendered to present set owners, both day and night, for a reasonable period, e.g., three to five years, without the necessity for making any expenditure to change their sets. . . . . I do agree with my colleagues in their evaluation of the present state of the relative development of the various proposed systems so that if by [June 30, 1951] no significant change has occurred, I would vote for the adoption of the field-sequential system.

Jones' Dissent

Comr. Jones issued 3½-page dissent accompanied by 80-page "study of the disgraceful treatment of the field-sequential system by the industry from 1940 to date" and account of color TV developments. He argued CBS system should have been standardized by FCC, and charged that "fundamental difference" between himself and majority is that "I am for color now" while majority's action "is most certainly against color now." Majority decision, he protested, "lets the television industry decide whether we will have field-sequential color 30 days from now or whether we will wait until January 1951, or perhaps throw the system out completely."

He concluded:

Had the Government thrown its weight against the public's desire to buy and play with crystal sets, against receivers with morning glory loud speakers and howling signals, on the theory that radio should not be commercialized until superheterodyne and FM were invented, the tycoons of television would be dwarfs today and the radio industry would be but a feeble voice in America.

Today we have a color system that has long since passed the howling speaker and crystal set stage. All of the Commissioners have agreed that the field sequential system is as good as black and white was in 1941 when commercial standards were set. Every proceeding must come to an end sometime.

The Commission has tested the opinions of the whole industry in the crucible of exhaustive public hearings. It has determined those positions that have been unsound, lacking in imagination, and based upon fear of competition of color with black and white television. The impurities of engineering and economic thought have been burned out by the findings and conclusions to which I adhere. The industry should examine carefully the refined ore so that it may align itself with the public interest. The Commission, on the other hand, should by final decision now cut the Gordian knot which has bound color television for ten years.

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ng with the procedure set forth in ragraph 154.

8. A special procedure would be es- shed with respect to submission of ments addressed to the second No- . Any person desiring to submit ments in favor of or in opposition he Notice, or who desired to sub- proposed amendments could do so January 5, 1951. Opposition or re- s could be filed by January 22.

If any person desired to pro- a color system different from the sequential color system described he Notice, he would be required eliver representative receiver ap- atus to the Commission's laboratory Laurel, Maryland, by December 5. and by that same date he would required to have a signal on the n Washington, D. C., for the pur- of demonstrating his system. He ld also be required to conduct a es of demonstrations during the od from December 5, 1950 to Janu- 5, 1951 to which the Commission ld be invited. No color system ld be considered eligible for any sideration by the Commission un- all of the above requirements e strictly complied with and unless tests conducted during the period December 5, 1950 to January 5, showed to the Commission's satis- ion that, in its judgment, the sys- had a reasonable prospect of sat- ing all of the criteria for a color vision system set forth in Para- ph 122.

55. It is apparent that the procedure scribed in Paragraphs 151-154 could essitate a reopening of the record. s would be done if CBS desired to nstrate its system with a direct tri-color tube or other technique displaying large size direct view tures. In that event the Commis- n would be prepared to give CBS y assistance possible in securing use of tubes or other equipment. Commission would not expect at the demonstration CBS should e a commercial type of equipment equipment that was fully developed. at would be expected would be a ailed description of the equipment, opportunity for the Commission's oratory to examine such equipment, a demonstration that was suffi- tly successful so as to form the s for a reasonable judgment that would be possible to have color tures of adequate color fidelity and olution with no artificial limitation the size of direct view tubes.

56. A hearing could also be required an appropriate proposal were made cerning horizontal interlace or if olor system were proposed which ly meets the conditions set forth the previous paragraphs. If the ord is reopened for any one or re of the above purposes, the Com- sion's order will specifically pre- be the issues as to which further dence will be taken and no evidence ll be received concerning any other tter.

57. Simultaneously with the is- ance of this report, the Commission also issuing a Notice of Proposed le Making providing for bracket ndards in the present monochrome tem and a notice setting the date October 2, 1950 for commencement hearings with respect to the gen- l issues in these proceedings.

FEDERAL COMMUNICATIONS COMMISSION*

T. J. Slowie
Secretary

dopted: September 1, 1950

eleased: September 1, 1950

Commissioners Hyde and Hennock iting separate views and Commis- ner Jones dissenting in part.

...at deadline

NORTON SWORN IN

PROMINENT radio, Congressional and government officials Friday attended ceremonies swearing in Edward L. Norton, board chairman of Voice of Alabama (WAPI WAFM (FM) WAFM-TV Birmingham) and Florida Broadcasting Co. (WMBR-AM-TV-FM Jacksonville) to board of governors of Federal Reserve System for 14-year term (see early story page 62). Mr. Norton took oath administered by U. S. Supreme Court Justice Hugo Black.

Representing radio industry were Frank Stanton, president, and Earl Gammons, vice president in charge of Washington operations, CBS; Thad Holt, president, Voice of Alabama; Justin Miller, NAB president, and others. Cabinet officials included Commerce Secretary Charles Sawyer, president of Great Trails Broadcasting Corp. (WING Dayton) and Radio Voice of Springfield Inc. (WIZE Springfield, Ohio) and John Snyder, Secretary of Treasury. Sens. John J. Sparkman (D-Ala.) and Lister Hill (D-Ala.) among Capitol Hill contingent.

REP. A. L. BULWINKLE

REP. ALFRED L. BULWINKLE (D-N. C.), 67, member of House Interstate & Foreign Commerce Committee, died Thursday night at his Gastonia, N. C., home. Rep. Bulwinkle was titular head of House Commerce communications subcommittee, though he saw little service because of prolonged illness past two-and-a-half years. He served 14 terms in House of Representatives—during 67th to 70th Congress, and 72d to 81st, inclusive.

RCA DECLARES DIVIDEND

RCA directors Friday declared dividend of 87½ cents per share on $3.50 cumulative first preferred stock payable Oct. 2 to stockholders of record at close of business Sept. 11. Dividend is for period from July 1 to Sept. 30.

NAB FORMS MOVIE GROUP

SUBCOMMITTEE to keep in touch with theatre TV developments formed by NAB TV Committee at final session Friday (early story page 43). Members are Ted Cott, WNBT (TV) New York, chairman; Victor A. Sholis, WHAS-TV Louisville, and Charles A. Batson, NAB.

Committee recommended NAB retain prominent sports authority as TV sports adviser and urged preparation of TV sales manual. Plan to be set up to inform public service agencies on broadcast procedure. Clair R. McCollough, WGAL-TV Lancaster, Pa., presided Friday when Robert D. Swezey, WDSU-TV New Orleans, was called from meeting because of illness in family. Admission of TV film producers in NAB as associate members favored by committee.

GAINES ELECTED NBC V-P

JAMES M. GAINES, director of NBC owned and operated stations, elected vice president Friday. Mr. Gaines has been one of three top operational chiefs of network since reorganization into operating divisions of radio network, TV network, and owned and operated stations. He joined NBC in 1942, became manager of WNBC (then WEAF) and WNBT (TV) New York, NBC stations, in 1946, and director of all o.&o. stations in 1947.

CHARLOTTE AM GRANT

NEW AM station at Charlotte, N. C., on 930 kc with 5 kw day, 1 kw night directional, proposed in initial decision reported by FCC Friday for Surety Broadcasting Co. WRRF Washington, N. C., would be granted switch from 5 kw day only to 5 kw day, 1 kw night directional, on 930 kc. Surety is licensee WIST (FM) Charlotte.

Closed Circuit

(Continued from page 4)

in New York on networks tour and will [illegible] Washington Sept. 6 for session with FCC [illegible] well as inspection of large and small [illegible] operations. Question, as usual each five [illegible] is whether British radio shall remain [illegible] controlled under BBC, function as dual [illegible] ernment-private system, or go American [illegible] all the way.

AT LEAST TWO large department [illegible] going into television are financing project [illegible] reducing newspaper advertising. One [illegible] has reduced Sunday display space $500 [illegible] week and another is increasing its 1951 [illegible] budget by withdrawing $800 weekly [illegible] newspapers.

WHAT MOTIVATED resignation of H[illegible] Wismer as WJR Detroit general manag[illegible] Sportscaster said it was because of policy [illegible] agreement with G. A. Richards. From W[illegible] sources comes word that it stemmed from de[illegible] to have Mr. Wismer quit his sports activ[illegible] Moreover situation festered because of p[illegible] lished report that Mr. Wismer was slated [illegible] presidency of WJR and its sister stat[illegible] WGAR Cleveland and KMPC Los Angeles, p[illegible] to which John F. Patt was elected [illegible] Wednesday (see story page 24).

BRISTOL-MYERS, having abandoned sp[illegible] sorship of nighttime radio version of *[illegible] the Bank*, will probably buy Mon.-Wed.-F[illegible] segments of 11-11:30 a.m. *Break the B[illegible]* daytime production on NBC. Company w[illegible] continue to sponsor nighttime TV version [illegible] same show on NBC-TV.

WITH ELEVATION of John F. Patt to pr[illegible] dency of G. A. Richards' stations (WJR [illegible] troit, WGAR Cleveland, KMPC Los Angel[illegible] it's expected his successor as general mana[illegible] of Cleveland outlet will be Carl F. Ge[illegible] now vice president and assistant general m[illegible] ager.

LONG-AWAITED broadcasting defense co[illegible] cil, held up by intra-industry jockeying [illegible] to be named this week by NAB Presi[illegible] Justin Miller. Council slated for dual ro[illegible] defense coordinating and participation [illegible] work of President Truman's Advisory Co[illegible] mission on Information.

Color Comment

(Continued from page 4)

nique is superior to CBS color or any other system yet proposed.

Dr. Allen B. DuMont, president of Allen B. DuMont Labs, observed that FCC apparently agrees that color is not sufficiently developed for commercial operation.

Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, posed question of manufacturers' attitude and added that Condon color TV committee should be continued.

Mr. Stanton said:

"The FCC's color television report is a gratifying victory for the CBS color system. The Commission has given unqualified approval to the excellence and practicality of the CBS system and has found it clearly superior to the other systems considered. We had hoped that the decision would be final today and we agree with the two Commissioners who expressed the opinion that such a course would have been better.

"Despite extensive research and experimentation over a considerable period of time, the Commission has found that the other systems in the hearing were unable to approach the excellence of CBS performance. This is the best indication that no superior system will be forthcoming during the period which is being afforded for one last look before final establishment of CBS standards.

"Since the Commission has taken such a long step toward the final adoption of CBS standards, we are proceeding promptly with plans for broadcasting CBS color television programs to the public. We plan to be on the air with 20 hours per week of color television programs within 30 days after the Commission makes its final decision.

"The Commission's report is a tribute to Dr. Peter C. Goldmark and his CBS laboratory associates, who not only originated the field sequential system of color television but also, with tremendous energy, ingenuity and courage developed it to the state of excellence which has been so clearly recognized by the Commission today."

RCA issued this statement:

"Commenting on FCC's failure to adopt a final decision on the question of color-TV, RCA today stated that when a final decision is reached, it is confident that the RCA all-electronic, fully-compatible system will be approved. RCA added that the FCC's lengthy 'First Report' will require detailed study."

Allen B. Du Mont said: "We have not had an opportunity to study the decision, but from preliminary examination it looks as if the FCC agrees with our premise that color is not ready commercially at the present time."

"We will win in the last lap of the color video race," Arthur S. Matthews, president of Color Television Inc., San Francisco, [illegible] dicted. "The Commission has [illegible] the door open for CTI to demo[illegible] strate its completely new Uni[illegible] system between Dec. 5, 1950, [illegible] Jan. 5, 1951," he said. "We [illegible] build our equipment and be [illegible] pared to demonstrate a color [illegible] vision system definitely super[illegible] to the CBS or any other sys[illegible] thus far proposed to the FC[illegible] He said new system is fully co[illegible] patible and added FCC decis[illegible] indicated color problem is far fr[illegible] solved.

Sen. Johnson said: "What if [illegible] manufacturers don't agree? I [illegible] to study the decision thorough[illegible] including the minority findi[illegible]

Asked if he had any assignme[illegible] for the Condon color TV com[illegible] tee, he said: "We can't let [illegible] committee feel its work ends w[illegible] its report. Perhaps it should [illegible] erate as a continuing agency [illegible] keep Congress, this committee [illegible] the public informed on new c[illegible] TV developments."

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